



STEAM FINAL TREND REPORT FOR 2009-2020

Final

MONMOUTHSHIRE COUNTY COUNCIL

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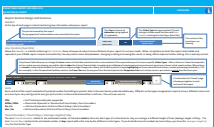
Website: www.globaltourismsolutions.co.uk

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**KEY IMPACT MEASURES:
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INDEXED FINANCIAL DATA



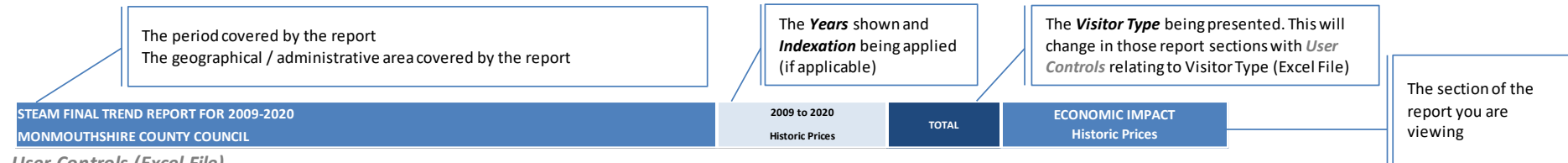
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Report Section Design and Features

Headers

At the top of each page is a band containing key information about your report



User Controls (Excel File)

Above the **Headers** is a band containing **User Controls**, these allow you to adjust various features of your report to suit your needs. When using these controls the report recalculates and represents your STEAM report outputs automatically. You may notice some delay between changing a setting and seeing the result, or being able to adjust a further setting, this is entirely normal.

Drop down fields allow you to change the **Years** shown in the tables and charts and in some sections of the report allow you to focus on specific **Visitor Types**. Where there is a financial component to the section you are viewing, you will be able to **index** the historic financial data, by applying an inflationary factor based on the most recent report year shown in that report section. Where there is a **trend** or comparative element to the section and percentage changes are shown, you have the option to apply **highlighting** to those values that are above a certain percentage threshold (+/-3% for example). In the Comparative Headlines section, the **Focus Year** can be any year from the trend period, the **Comparison Year** can only be set as a year which is earlier than the focus year.



Units

Each section of the report automatically adjusts number formatting to present data in the most easily understandable way. Different visitor types can generate impacts at very different scales and as a result you may see figures for one group of visitors in thousands and another in millions. The units we use are:

- FTEs** = Full Time Equivalent jobs supported
- £000s / 000s** = thousands of pounds or thousands of tourist days / tourist numbers
- £m / m** = millions of pounds or millions of tourist days / tourist numbers
- £bn / bn** = billions of pounds or billions of tourist days / tourist numbers

Visitor Numbers / Visitor Days / Average Length of Stay

The term **Visitor Numbers** relates to the estimated number of individual **visits** to the area. Each type of visitor tends to stay, on average, a different length of time (Average Length of Stay). The term **Visitor Days** relates to the estimated number of **days** spent within the area by the different visitor types. If you divide the visitor days by visitor numbers, you have the **Average Length of Stay** for that Visitor Type

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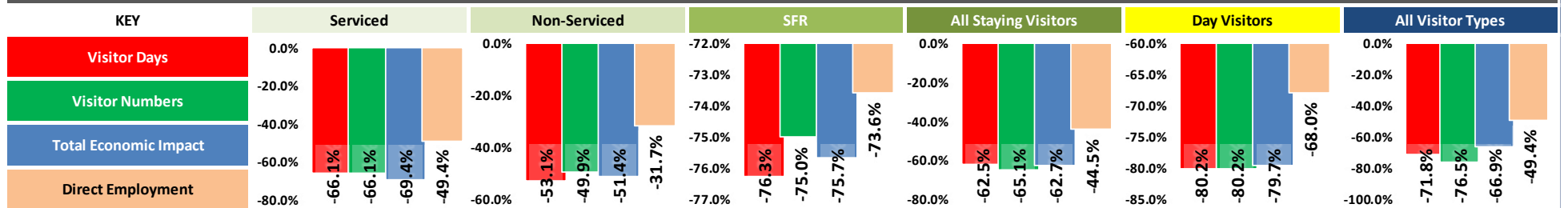
Comparing 2020 and 2019
All £'s Historic Prices

COMPARATIVE HEADLINES

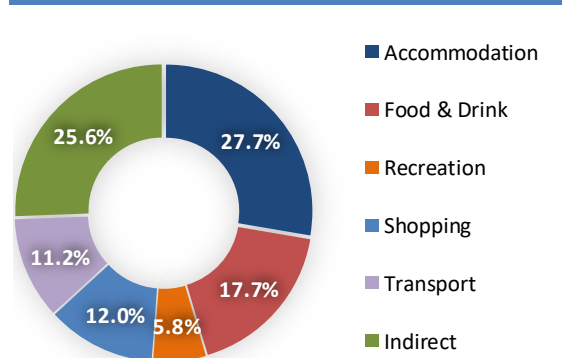
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES

KEY	KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - IN HISTORIC PRICES																		
	Staying in Paid Accommodation						Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types			
	Serviced			Non-Serviced															
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	
Visitor Days	000s	165.51	488.93	-66.1%	330.79	705.16	-53.1%	82.05	346.15	-76.3%	578.35	1,540.24	-62.5%	341.19	1,724.72	-80.2%	919.54	3,264.96	-71.8%
Visitor Numbers	000s	101.87	300.12	-66.1%	56.99	113.79	-49.9%	36.31	145.40	-75.0%	195.17	559.31	-65.1%	341.19	1,724.72	-80.2%	536.36	2,284.02	-76.5%
Direct Expenditure	£M																60.39	184.23	-67.2%
Economic Impact	£M	26.48	86.65	-69.4%	37.14	76.36	-51.4%	5.446	22.40	-75.7%	69.07	185.41	-62.7%	12.09	59.58	-79.7%	81.16	244.99	-66.9%
Direct Employment	FTEs	484	957	-49.4%	562	823	-31.7%	52	198	-73.6%	1,098	1,977	-44.5%	167	522	-68.0%	1,265	2,499	-49.4%
Total Employment	FTEs																1,614	3,119	-48.3%

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - IN HISTORIC PRICES



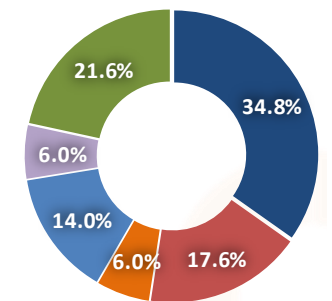
Sectoral Distribution of Economic Impact - £M including VAT in Historic Prices



Sectors	2020	2019	+/- %
Accommodation	22.47	61.21	-63.3%
Food & Drink	14.37	45.05	-68.1%
Recreation	4.716	14.69	-67.9%
Shopping	9.716	32.91	-70.5%
Transport	9.123	30.36	-70.0%
TOTAL DIRECT	60.39	184.23	-67.2%
Indirect	20.77	60.76	-65.8%
TOTAL	81.16	244.99	-66.9%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	562	1,035	-45.7%
Food & Drink	285	687	-58.6%
Recreation	96	217	-55.6%
Shopping	227	386	-41.3%
Transport	96	175	-44.9%
TOTAL DIRECT	1,265	2,499	-49.4%
Indirect	348	620	-43.8%
TOTAL	1,614	3,119	-48.3%



Unindexed Key Measures by Year and Visitor Type for the Period 2009 to 2020

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

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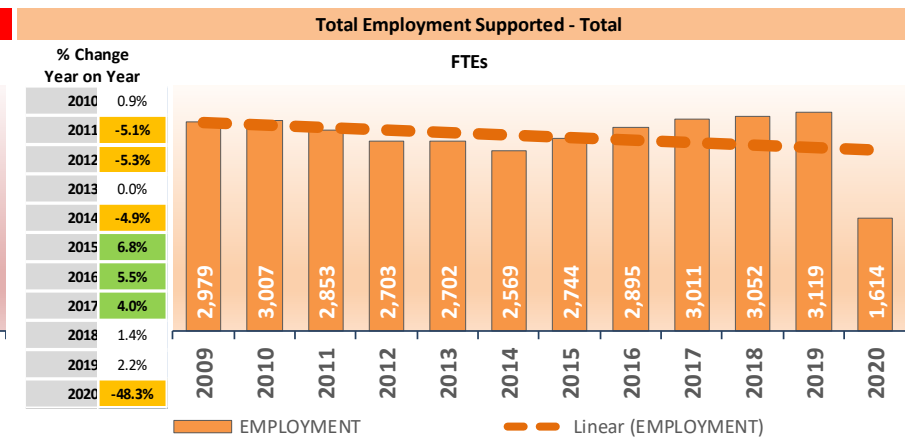
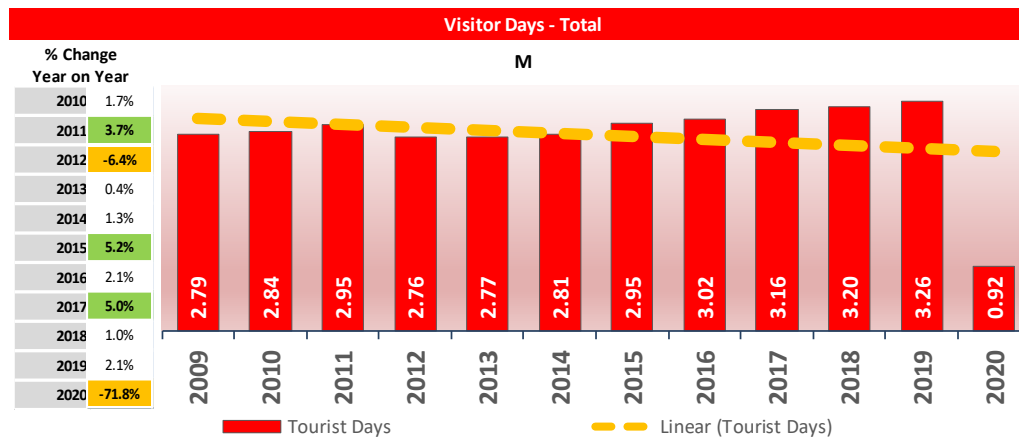
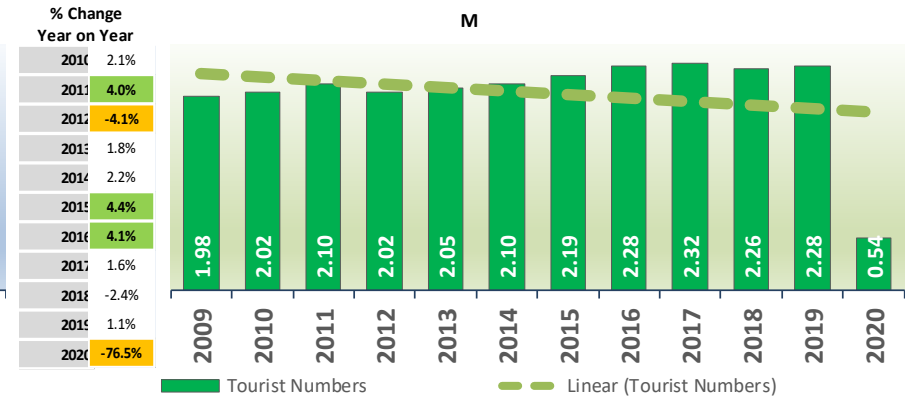
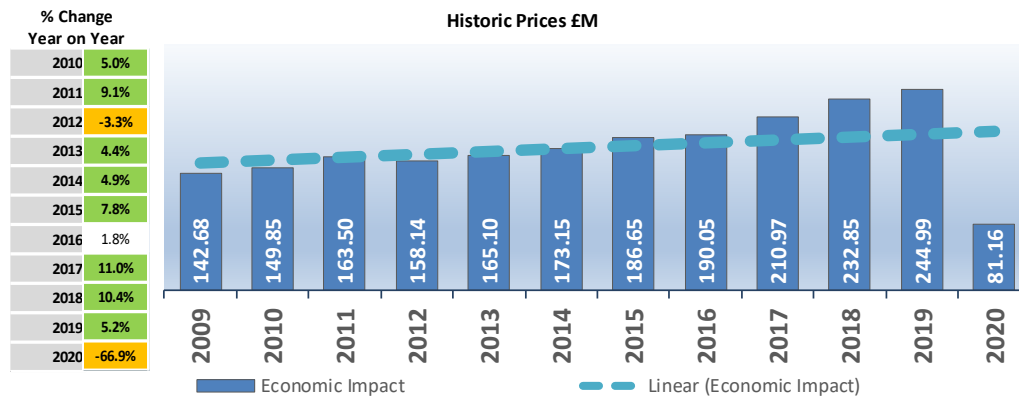
2009 to 2020
Historic Prices

TOTAL

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.0%	14.6%	10.8%	15.7%	21.4%	30.8%	33.2%	47.9%	63.2%	71.7%	-43.1%
Visitor Numbers		2.1%	6.1%	1.7%	3.6%	5.9%	10.6%	15.1%	16.9%	14.1%	15.3%	-72.9%
Visitor Days		1.7%	5.5%	-1.3%	-0.9%	0.4%	5.7%	7.9%	13.2%	14.4%	16.8%	-67.1%
Total Employment		0.9%	-4.2%	-9.3%	-9.3%	-13.8%	-7.9%	-2.8%	1.1%	2.5%	4.7%	-45.8%

"Linear" = Linear Trendline

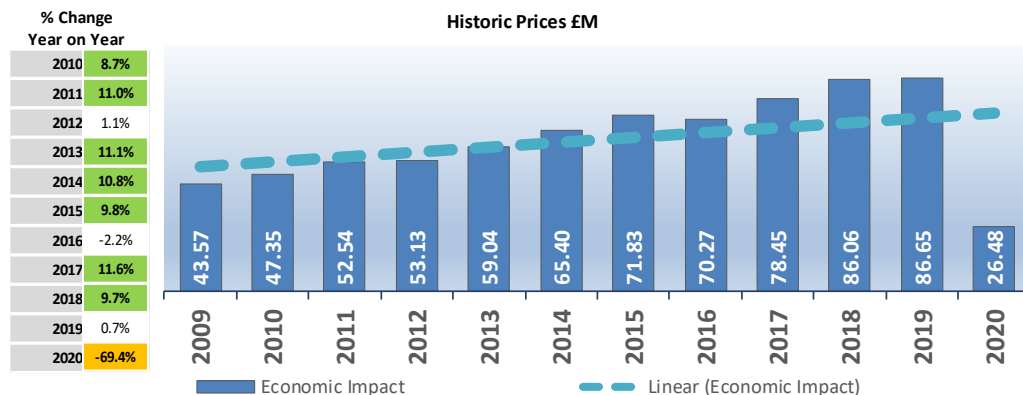
STEAM FINAL TREND REPORT FOR 2009-2020
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2009 to 2020
Historic Prices

SERVICED
ACCOMMODATION

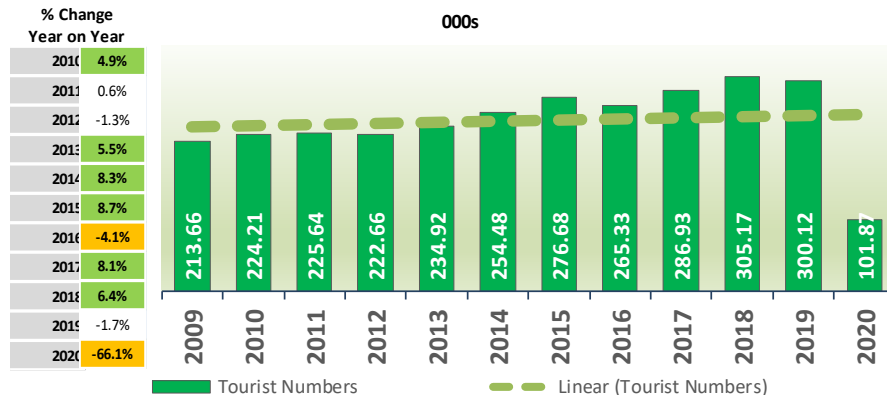
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Serviced Accommodation



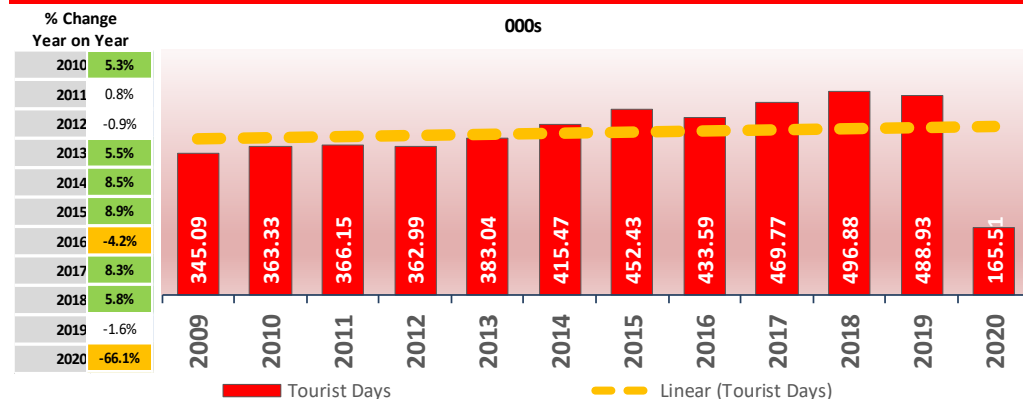
Year	% Change Year on Year
2010	8.7%
2011	11.0%
2012	1.1%
2013	11.1%
2014	10.8%
2015	9.8%
2016	-2.2%
2017	11.6%
2018	9.7%
2019	0.7%
2020	-69.4%

Visitor Numbers - Serviced Accommodation



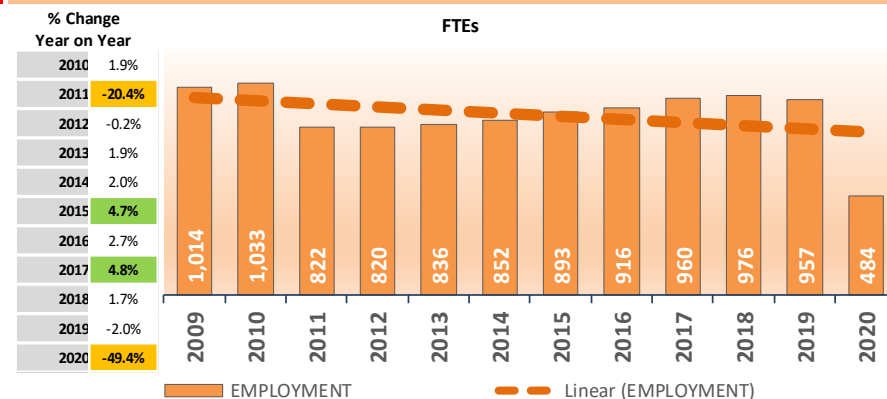
Year	% Change Year on Year
2010	4.9%
2011	0.6%
2012	-1.3%
2013	5.5%
2014	8.3%
2015	8.7%
2016	-4.1%
2017	8.1%
2018	6.4%
2019	-1.7%
2020	-66.1%

Visitor Days - Serviced Accommodation



Year	% Change Year on Year
2010	5.3%
2011	0.8%
2012	-0.9%
2013	5.5%
2014	8.5%
2015	8.9%
2016	-4.2%
2017	8.3%
2018	5.8%
2019	-1.6%
2020	-66.1%

Direct Employment Supported - Serviced Accommodation



Year	% Change Year on Year
2010	1.9%
2011	-20.4%
2012	-0.2%
2013	1.9%
2014	2.0%
2015	4.7%
2016	2.7%
2017	4.8%
2018	1.7%
2019	-2.0%
2020	-49.4%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		8.7%	20.6%	21.9%	35.5%	50.1%	64.9%	61.3%	80.0%	97.5%	98.9%	-39.2%
Visitor Numbers		4.9%	5.6%	4.2%	9.9%	19.1%	29.5%	24.2%	34.3%	42.8%	40.5%	-52.3%
Visitor Days		5.3%	6.1%	5.2%	11.0%	20.4%	31.1%	25.6%	36.1%	44.0%	41.7%	-52.0%
Direct Employment		1.9%	-18.9%	-19.1%	-17.5%	-15.9%	-11.9%	-9.6%	-5.3%	-3.7%	-5.6%	-52.2%

"Linear" = Linear Trendline

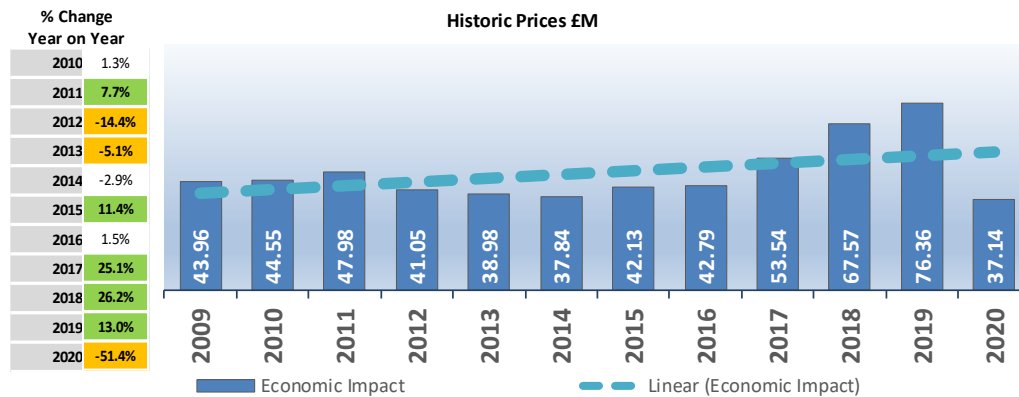
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2009 to 2020
Historic Prices

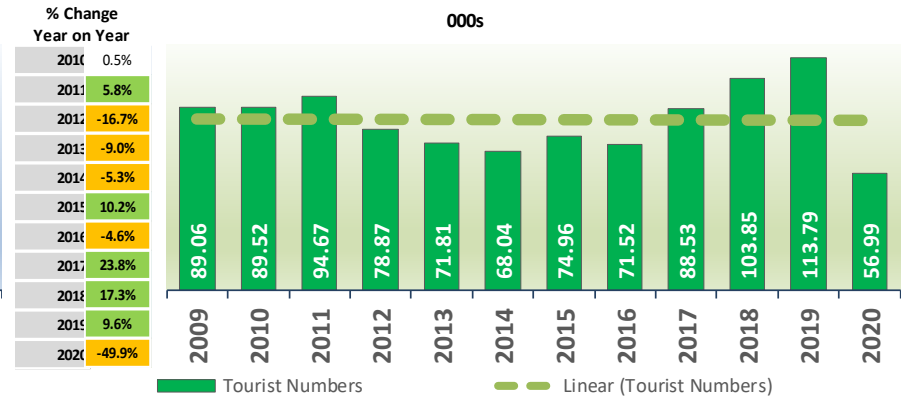
NON-SERVICED
ACCOMMODATION

KEY MEASURES
Historic Prices

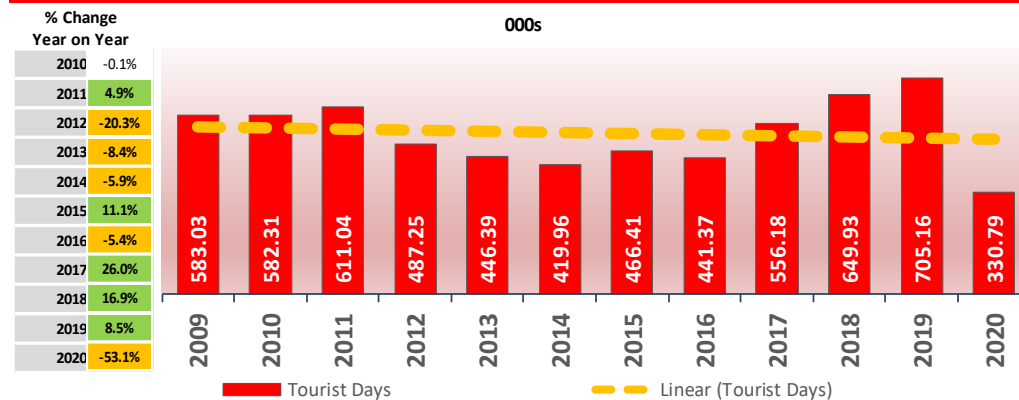
Economic Impact - Historic Prices - Non-Serviced Accommodation



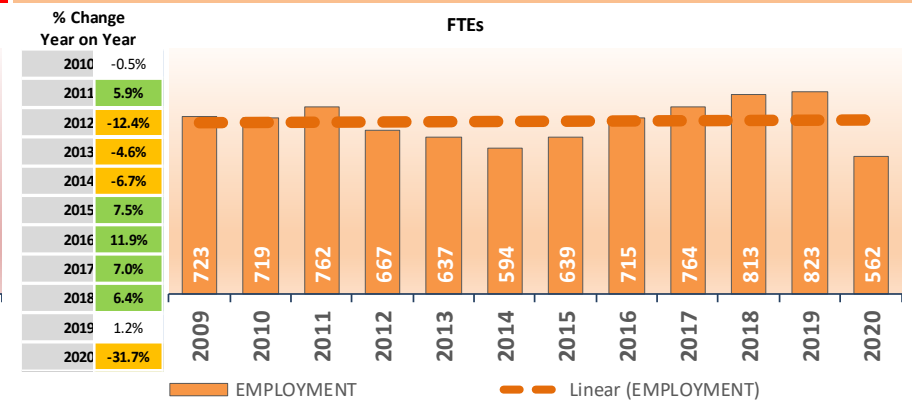
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		1.3%	9.2%	-6.6%	-11.3%	-13.9%	-4.1%	-2.7%	21.8%	53.7%	73.7%	-15.5%
Visitor Numbers		0.5%	6.3%	-11.4%	-19.4%	-23.6%	-15.8%	-19.7%	-0.6%	16.6%	27.8%	-36.0%
Visitor Days		-0.1%	4.8%	-16.4%	-23.4%	-28.0%	-20.0%	-24.3%	-4.6%	11.5%	20.9%	-43.3%
Direct Employment		-0.5%	5.4%	-7.7%	-11.9%	-17.8%	-11.6%	-1.1%	5.8%	12.6%	13.9%	-22.2%

"Linear" = Linear Trendline

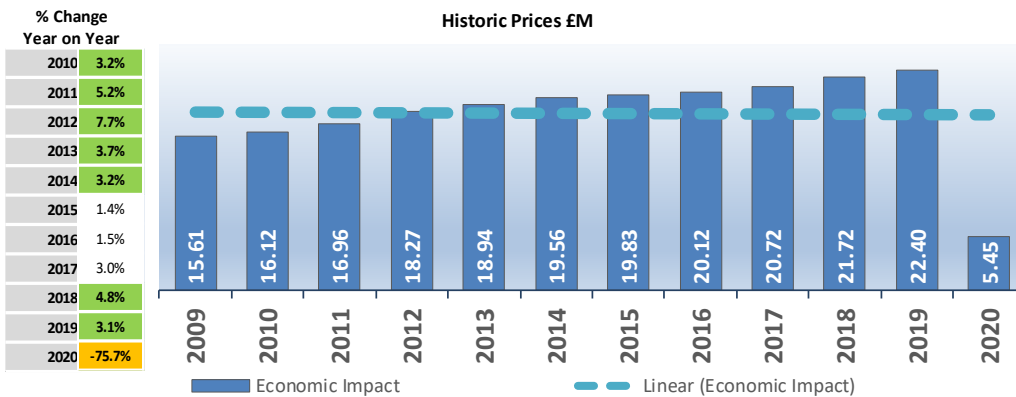
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2009 to 2020
Historic Prices

SFR

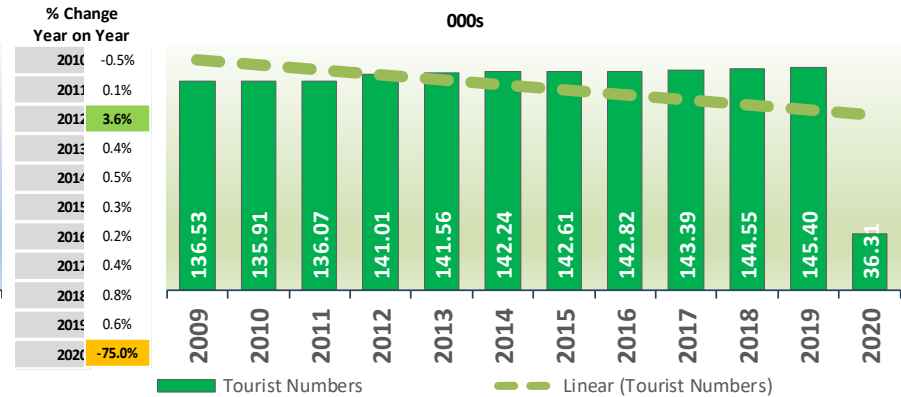
KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - SFR



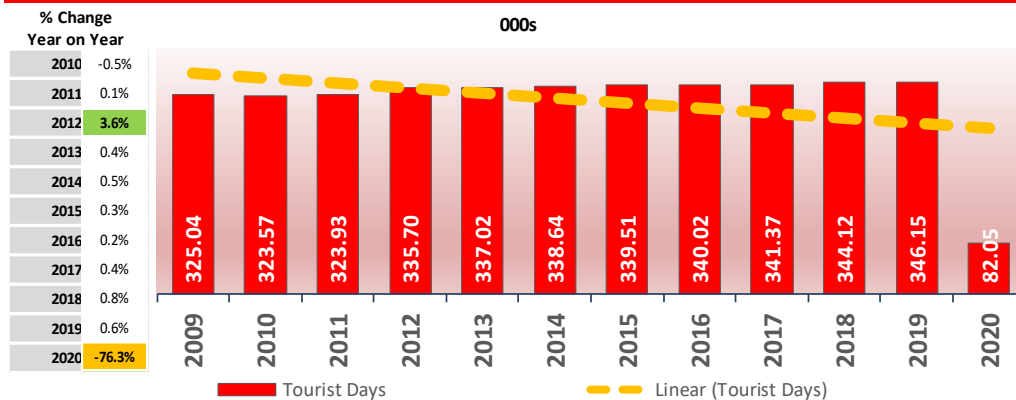
Year	% Change Year on Year
2010	3.2%
2011	5.2%
2012	7.7%
2013	3.7%
2014	3.2%
2015	1.4%
2016	1.5%
2017	3.0%
2018	4.8%
2019	3.1%
2020	-75.7%

Visitor Numbers - SFR



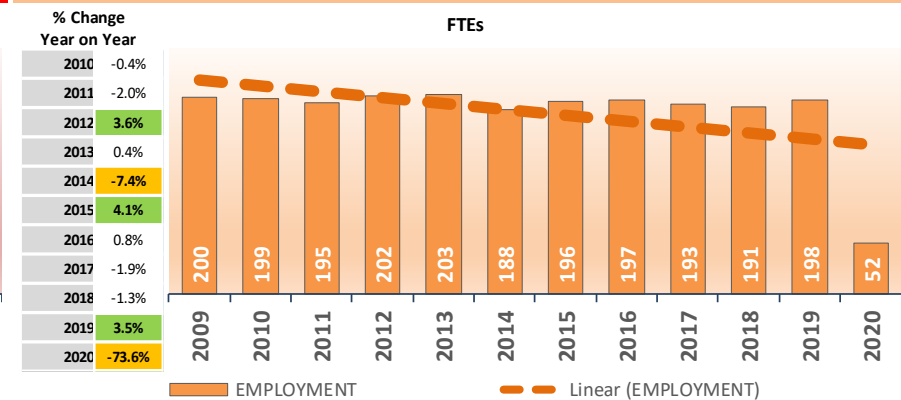
Year	% Change Year on Year
2010	-0.5%
2011	0.1%
2012	3.6%
2013	0.4%
2014	0.5%
2015	0.3%
2016	0.2%
2017	0.4%
2018	0.8%
2019	0.6%
2020	-75.0%

Visitor Days - SFR



Year	% Change Year on Year
2010	-0.5%
2011	0.1%
2012	3.6%
2013	0.4%
2014	0.5%
2015	0.3%
2016	0.2%
2017	0.4%
2018	0.8%
2019	0.6%
2020	-76.3%

Direct Employment Supported - SFR



Year	% Change Year on Year
2010	-0.4%
2011	-2.0%
2012	3.6%
2013	0.4%
2014	-7.4%
2015	4.1%
2016	0.8%
2017	-1.9%
2018	-1.3%
2019	3.5%
2020	-73.6%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		3.2%	8.6%	17.0%	21.3%	25.3%	27.0%	28.9%	32.7%	39.1%	43.5%	-65.1%
Visitor Numbers		-0.5%	-0.3%	3.3%	3.7%	4.2%	4.5%	4.6%	5.0%	5.9%	6.5%	-73.4%
Visitor Days		-0.5%	-0.3%	3.3%	3.7%	4.2%	4.5%	4.6%	5.0%	5.9%	6.5%	-74.8%
Direct Employment		-0.4%	-2.4%	1.1%	1.5%	-5.9%	-2.1%	-1.4%	-3.3%	-4.5%	-1.2%	-73.9%

"Linear" = Linear Trendline

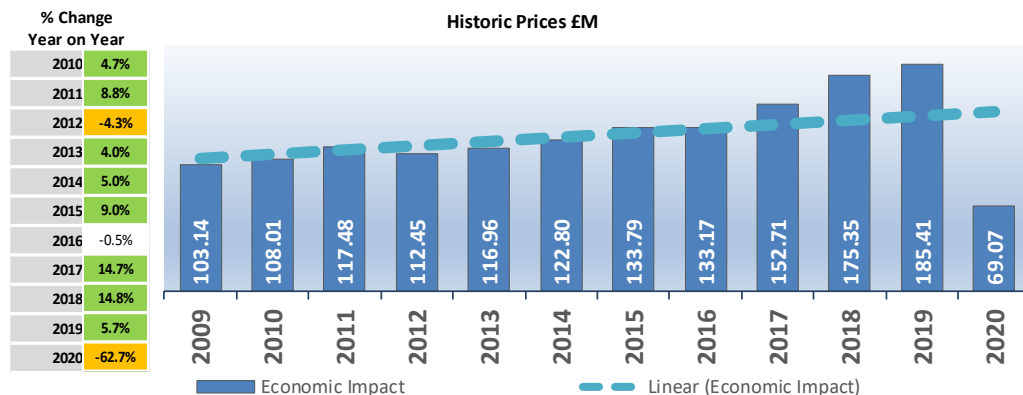
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2009 to 2020
Historic Prices

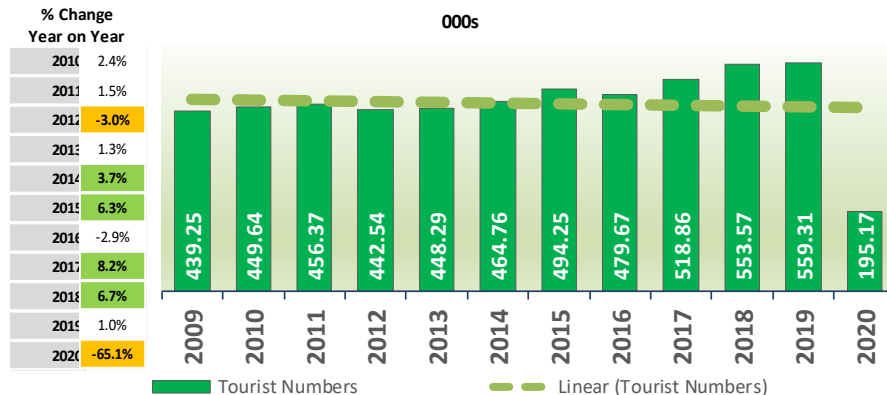
STAYING VISITOR

KEY MEASURES
Historic Prices

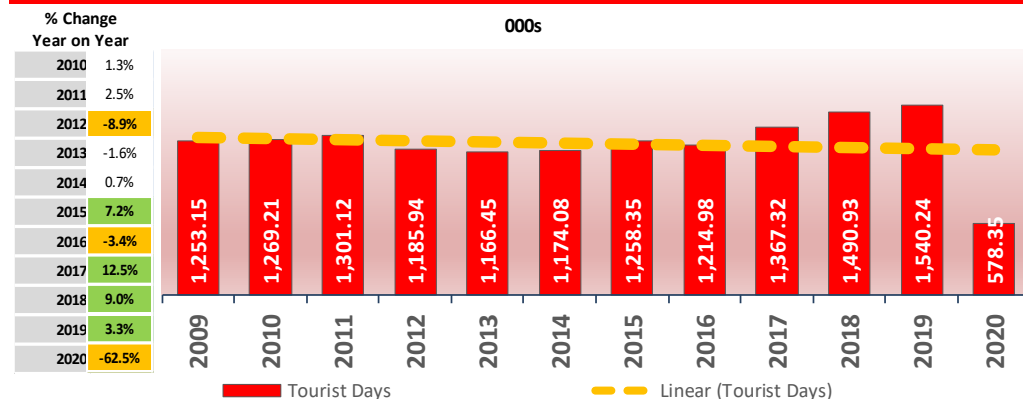
Economic Impact - Historic Prices - Staying Visitor



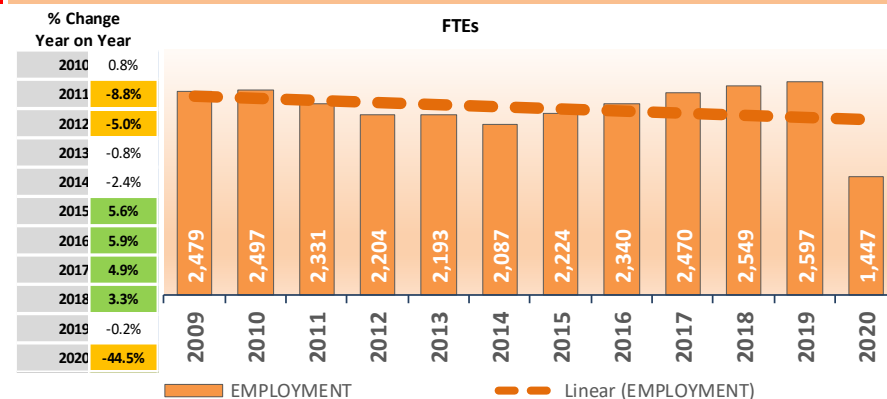
Visitor Numbers - Staying Visitor



Visitor Days - Staying Visitor



Direct Employment Supported - Staying Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		4.7%	13.9%	9.0%	13.4%	19.1%	29.7%	29.1%	48.1%	70.0%	79.8%	-33.0%
Visitor Numbers		2.4%	3.9%	0.7%	2.1%	5.8%	12.5%	9.2%	18.1%	26.0%	27.3%	-55.6%
Visitor Days		1.3%	3.8%	-5.4%	-6.9%	-6.3%	0.4%	-3.0%	9.1%	19.0%	22.9%	-53.8%
Direct Employment		0.7%	-6.0%	-11.1%	-11.6%	-15.8%	-10.3%	-5.6%	-0.4%	2.8%	4.7%	-41.6%

"Linear" = Linear Trendline

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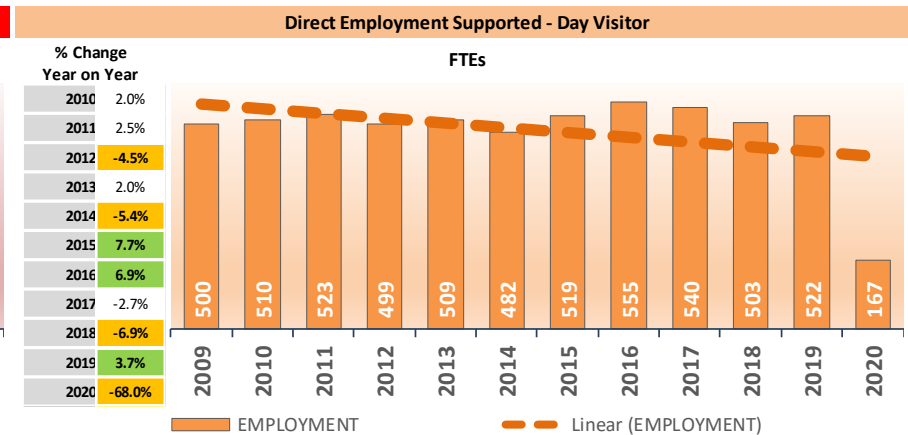
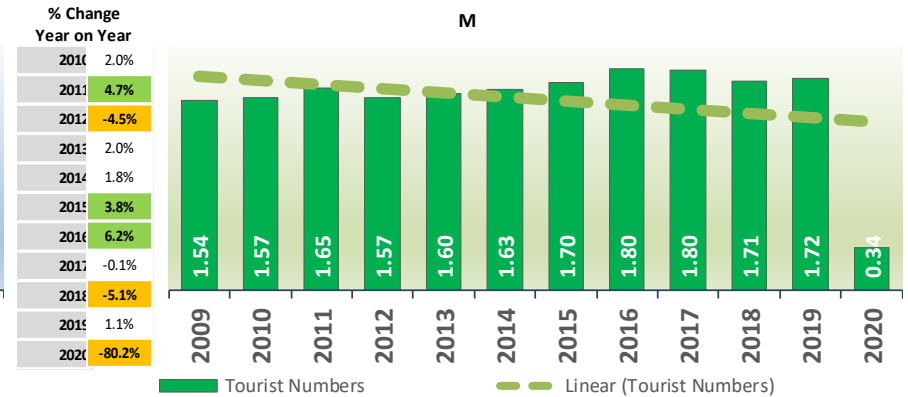
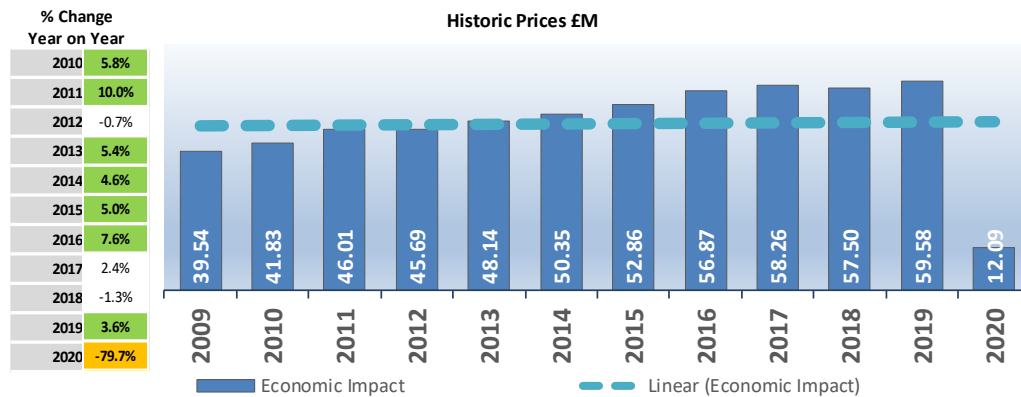
2009 to 2020
Historic Prices

DAY VISITOR

KEY MEASURES
Historic Prices

Economic Impact - Historic Prices - Day Visitor

Visitor Numbers - Day Visitor



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Historic Prices		5.8%	16.4%	15.6%	21.8%	27.4%	33.7%	43.9%	47.4%	45.4%	50.7%	-69.4%
Visitor Numbers		2.0%	6.8%	2.0%	4.1%	5.9%	10.0%	16.8%	16.6%	10.7%	11.9%	-77.9%
Visitor Days		2.0%	6.8%	2.0%	4.1%	5.9%	10.0%	16.8%	16.6%	10.7%	11.9%	-77.9%
Direct Employment		2.0%	4.6%	-0.1%	1.9%	-3.6%	3.9%	11.0%	8.1%	0.6%	4.4%	-66.6%

"Linear" = Linear Trendline

Distribution of Key Impacts by Visitor Type, Month and Sector for the Period 2009 to 2020

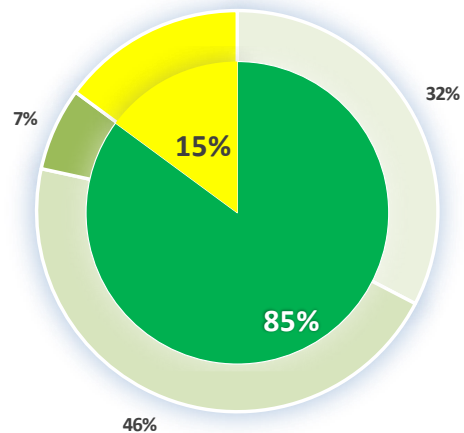
Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

Economic Impact - Historic Prices - £M - Share of Total

Visitor Numbers - 2020 - M - Share of Total

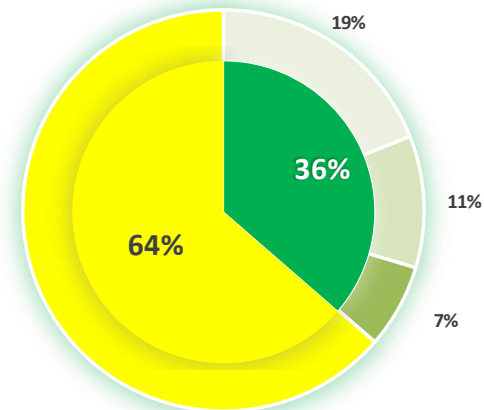
TOTAL
£81.16m

	£M
Serviced	26.48
Non-Serviced	37.14
SFR	5.45
Staying Visitor	69.07
Day Visitor	12.09
Total	81.16



TOTAL
0.54m

	M
Serviced	0.10
Non-Serviced	0.06
SFR	0.04
Staying Visitor	0.20
Day Visitor	0.34
Total	0.54

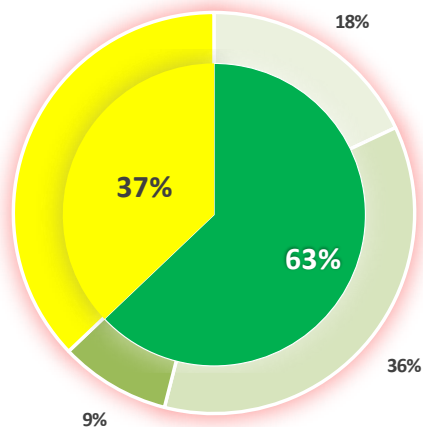


Visitor Days - 2020 - M - Share of Total

Direct Employment Supported - 2020 - FTEs - Share of Total

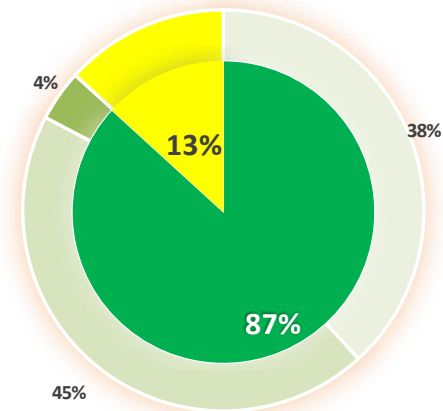
TOTAL
0.92m

	M
Serviced	0.17
Non-Serviced	0.33
SFR	0.08
Staying Visitor	0.58
Day Visitor	0.34
Total	0.92



TOTAL
1,265 Direct FTEs
1,614 Total FTEs

	FTEs
Serviced	484
Non-Serviced	562
SFR	52
Staying Visitor	1,098
Day Visitor	167
Total	1,265



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

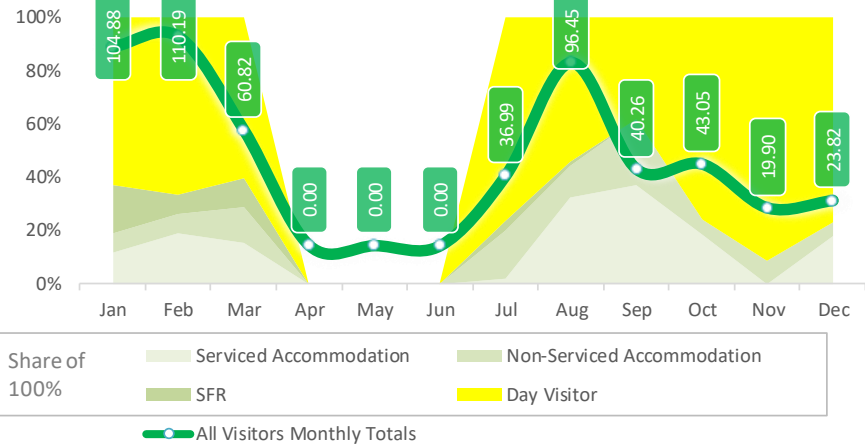
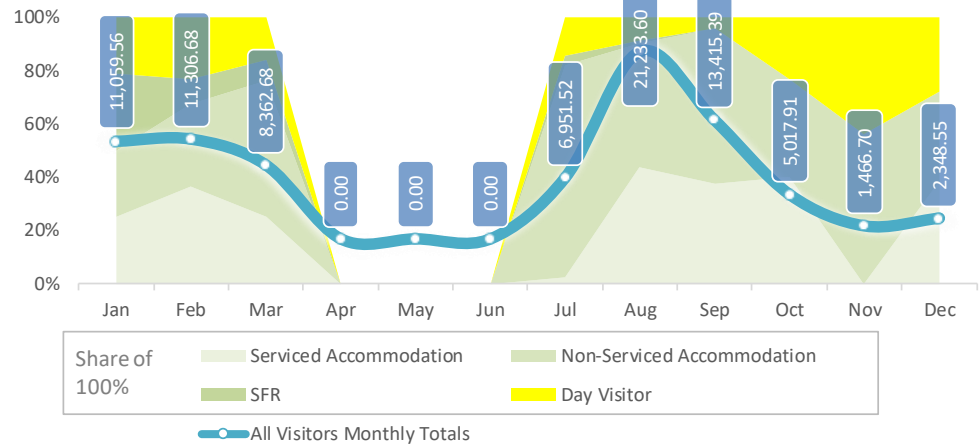
2020
 Historic Prices

TOTAL

DISTRIBUTION BY MONTH
 Historic Prices

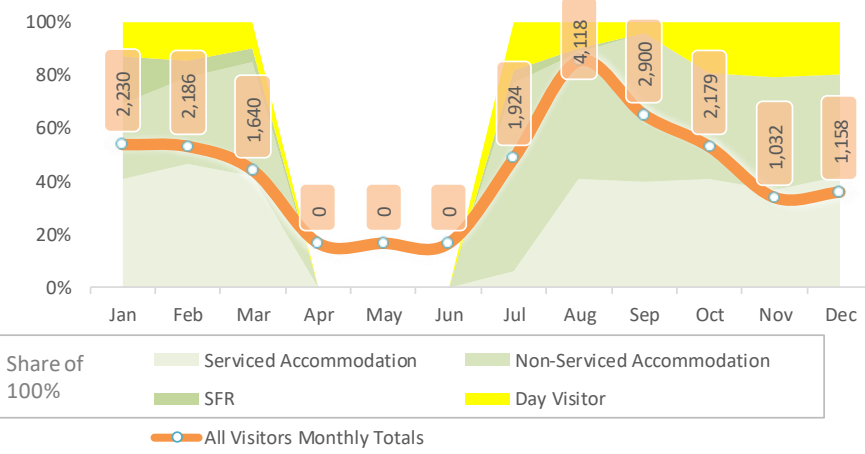
Economic Impact - Historic Prices - £000s - Distribution of Impact by Month

Visitor Numbers - 2020 - 000s - Distribution of Impact by Month



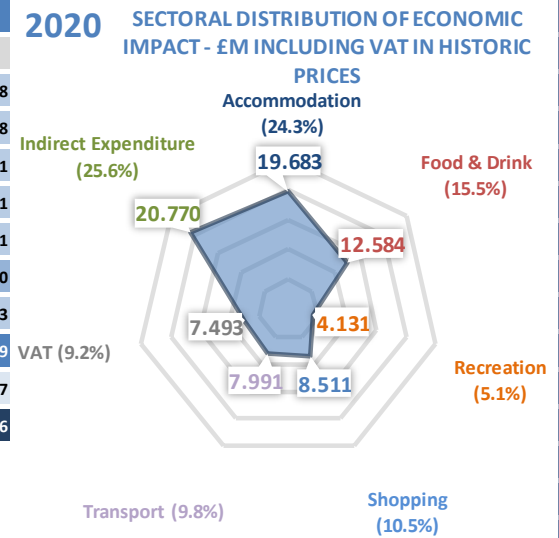
Visitor Days - 2020 - 000s - Distribution of Impact by Month

Direct Employment Supported - 2020 - FTEs - Distribution of Impact by Month



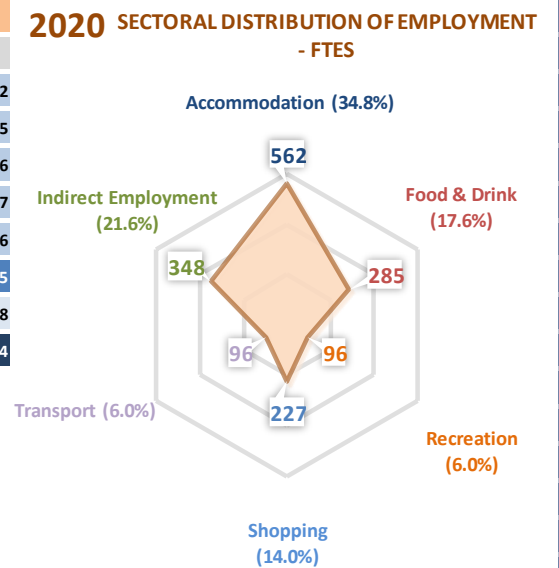
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT IN HISTORIC PRICES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	21.66	22.65	24.87	24.84	27.25	29.65	32.38	33.27	39.21	47.07	51.01	19.68
Food & Drink	£M	24.90	26.32	27.93	26.82	27.68	28.84	31.01	31.27	34.01	36.23	37.54	12.58
Recreation	£M	8.179	8.633	9.154	8.759	9.021	9.365	10.07	10.15	11.06	11.80	12.24	4.131
Shopping	£M	18.80	19.82	21.07	20.20	20.77	21.51	23.04	23.32	25.12	26.54	27.43	8.511
Transport	£M	17.82	18.76	19.91	18.91	19.37	19.96	21.44	21.65	23.30	24.57	25.30	7.991
Direct Revenue	£M	91.37	96.18	102.94	99.53	104.08	109.32	117.93	119.66	132.70	146.21	153.52	52.90
VAT	£M	15.99	16.83	20.59	19.91	20.82	21.86	23.59	23.93	26.54	29.24	30.70	7.493
Direct Expenditure	£M	107.36	113.01	123.53	119.43	124.90	131.19	141.52	143.60	159.24	175.45	184.23	60.39
Indirect Expenditure	£M	35.32	36.84	39.97	38.71	40.20	41.96	45.14	46.45	51.73	57.40	60.76	20.77
TOTAL	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTES

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	1,040	1,040	866	866	866	876	879	1,012	1,046	1,069	1,035	562
Food & Drink	FTEs	580	591	597	552	551	607	675	672	670	695	687	285
Recreation	FTEs	231	235	237	219	218	174	179	192	208	195	217	96
Shopping	FTEs	399	406	411	379	377	318	355	349	367	362	386	227
Transport	FTEs	185	188	190	174	172	142	158	159	167	163	175	96
Direct Employment	FTEs	2,436	2,461	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265
Indirect Employment	FTEs	543	546	552	514	517	452	498	512	552	569	620	348
TOTAL	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614

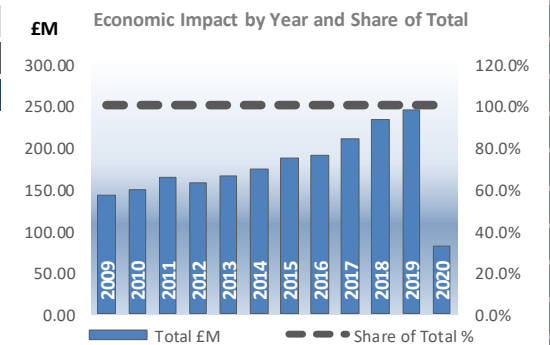


Unindexed Economic Impact by Month, Year and Visitor Type for the Period 2009 to 2020

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020 MONMOUTHSHIRE COUNTY COUNCIL													2009 to 2020 Historic Prices		TOTAL		ECONOMIC IMPACT Historic Prices			
ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER					
KEY	TOTAL												TOTAL						% Change	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																			
Less than 3% change	Q1			Q2			Q3			Q4										
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4		
% Change 2009 to 2020	86.5%	98.4%	6.3%	-100.0%	-100.0%	-100.0%	-61.2%	-12.5%	-5.9%	-51.9%	-78.1%	-74.6%	-43.1%	Annual Change	57.6%		-26.3%	-66.5%		
% Change 2019 to 2020	-9.2%	-9.0%	-38.3%	-100.0%	-100.0%	-100.0%	-74.7%	-41.4%	-44.3%	-75.5%	-88.8%	-88.1%	-66.9%		-19.5%		-52.6%	-83.4%		
Average Annual Change	7.9%	8.9%	0.6%	-9.1%	-9.1%	-9.1%	-5.6%	-1.1%	-0.5%	-4.7%	-7.1%	-6.8%	-3.9%		5.2%		-2.4%	-6.0%		
2009	£M	5.932	5.698	7.864	13.29	12.95	14.10	17.93	24.27	14.26	10.42	6.711	9.252	142.68	19.49	40.34	56.45	26.39		
2010	£M	6.164	6.071	7.949	13.38	13.33	14.89	18.79	22.85	15.92	12.56	7.498	10.44	149.85	5.0%	20.18	41.60	57.56	30.50	
2011	£M	7.226	7.749	9.553	16.55	14.89	16.03	20.60	24.95	15.47	13.44	7.591	9.456	163.50	9.1%	24.53	47.46	61.01	30.49	
2012	£M	7.451	7.324	11.74	13.81	12.77	15.04	20.03	24.62	15.47	12.34	7.724	9.831	158.14	-3.3%	26.52	41.62	60.11	29.89	
2013	£M	7.282	7.696	11.18	12.50	14.70	15.89	21.95	25.94	14.92	13.03	8.295	11.71	165.10	4.4%	26.16	43.09	62.82	33.03	
2014	£M	8.213	8.853	10.86	15.85	13.49	14.67	21.05	27.79	16.00	14.20	9.413	12.75	173.15	4.9%	27.92	44.02	64.84	36.36	
2015	£M	8.813	9.485	11.24	17.05	14.71	15.42	22.95	29.40	16.96	17.53	9.659	13.42	186.65	7.8%	29.54	47.18	69.31	40.61	
2016	£M	8.673	8.867	12.66	16.97	13.54	16.33	23.38	32.14	17.86	15.36	9.910	14.36	190.05	1.8%	30.20	46.84	73.38	39.62	
2017	£M	9.151	9.681	12.58	20.27	15.13	18.90	24.83	34.78	20.31	18.32	11.40	15.62	210.97	11.0%	31.41	54.30	79.92	45.34	
2018	£M	10.04	11.12	13.03	20.63	18.84	21.73	27.11	36.25	22.10	20.25	13.83	17.92	232.85	10.4%	34.19	61.20	85.46	52.00	
2019	£M	12.18	12.42	13.55	24.42	20.04	21.42	27.45	36.24	24.06	20.44	13.10	19.67	244.99	5.2%	38.15	65.88	87.75	53.21	
2020	£M	11.06	11.31	8.363				6.952	21.23	13.42	5.018	1.467	2.349	81.16	-66.9%	30.73		41.60	8.833	

ECONOMIC IMPACT - IN HISTORIC PRICES													TOTAL						
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020						
Total	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16						
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16						
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%						
Annual Change in Share	%																		
Change in Share from 2009	%																		
Avg Ann. Change in Share	%																		



**STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL**

2009 to 2020
Historic Prices

SERVICED
ACCOMMODATION

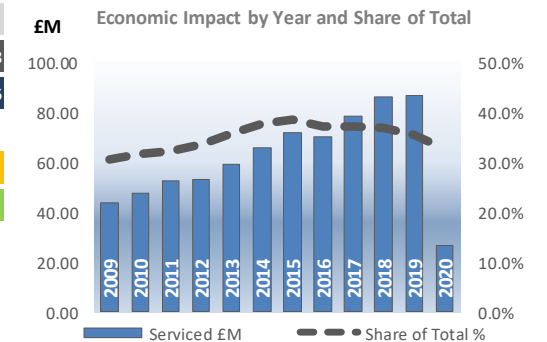
ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR	QUARTER					
KEY	SERVICED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4		
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	98.8%	153.8%	-10.6%	-100.0%	-100.0%	-100.0%	-96.4%	36.1%	-4.2%	-43.5%	-100.0%	-79.2%	-39.2%	67.7%			-13.8%	-73.6%	
% Change 2019 to 2020	-21.9%	-23.6%	-63.6%	-100.0%	-100.0%	-100.0%	-97.9%	-30.7%	-38.6%	-75.5%	-100.0%	-90.5%	-69.4%	-38.9%			-51.2%	-87.3%	
Average Annual Change	9.0%	14.0%	-1.0%	-9.1%	-9.1%	-9.1%	-8.8%	3.3%	-0.4%	-4.0%	-9.1%	-7.2%	-3.6%	6.2%			-1.3%	-6.7%	
2009	£M	1.411	1.635	2.359	3.147	3.254	3.868	4.740	6.840	5.243	3.555	3.148	4.373	43.57	5.405	10.27	16.82	11.08	
2010	£M	1.559	2.010	2.473	3.432	3.216	3.853	5.268	6.211	5.408	4.315	3.893	5.708	47.35	8.7%	6.042	10.50	16.89	13.92
2011	£M	2.320	3.196	3.489	4.449	3.792	4.552	6.549	7.417	4.785	4.886	2.743	4.363	52.54	11.0%	9.005	12.79	18.75	11.99
2012	£M	1.906	2.604	4.470	4.550	3.558	4.409	6.045	8.362	5.104	5.178	2.327	4.621	53.13	1.1%	8.980	12.52	19.51	12.13
2013	£M	2.232	3.051	4.611	4.148	4.229	4.936	7.066	8.806	5.188	5.403	3.233	6.134	59.04	11.1%	9.894	13.31	21.06	14.77
2014	£M	2.942	4.146	4.004	6.066	3.752	4.086	6.310	10.35	6.124	6.772	3.834	7.010	65.40	10.8%	11.09	13.90	22.79	17.62
2015	£M	2.975	4.354	4.648	6.304	3.975	4.661	7.073	11.11	6.799	8.623	4.024	7.284	71.83	9.8%	11.98	14.94	24.98	19.93
2016	£M	2.761	3.970	4.447	7.740	3.421	4.582	6.952	11.35	6.675	6.519	3.859	7.989	70.27	-2.2%	11.18	15.74	24.98	18.37
2017	£M	2.905	4.203	5.123	7.828	3.719	4.895	7.302	13.69	7.580	7.922	4.652	8.623	78.45	11.6%	12.23	16.44	28.58	21.20
2018	£M	3.273	5.364	5.549	8.779	4.195	5.827	8.609	13.95	7.821	8.065	5.043	9.587	86.06	9.7%	14.19	18.80	30.38	22.69
2019	£M	3.590	5.432	5.800	9.386	4.385	5.456	8.086	13.43	8.177	8.199	5.084	9.625	86.65	0.7%	14.82	19.23	29.69	22.91
2020	£M	2.804	4.149	2.109				0.171	9.309	5.022	2.008		0.911	26.48	-69.4%	9.063		14.50	2.919

ECONOMIC IMPACT - IN HISTORIC PRICES

SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Serviced	£M	43.57	47.35	52.54	53.13	59.04	65.40	71.83	70.27	78.45	86.06	86.65	26.48
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16
Share of Total	%	30.5%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%
Annual Change in Share	%		3.5%	1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%
Change in Share from 2009	%		3.5%	5.2%	10.0%	17.1%	23.7%	26.0%	21.1%	21.8%	21.0%	15.8%	6.9%
Avg Ann. Change in Share	%		3.5%	2.6%	3.3%	4.3%	4.7%	4.3%	3.0%	2.7%	2.3%	1.6%	0.6%

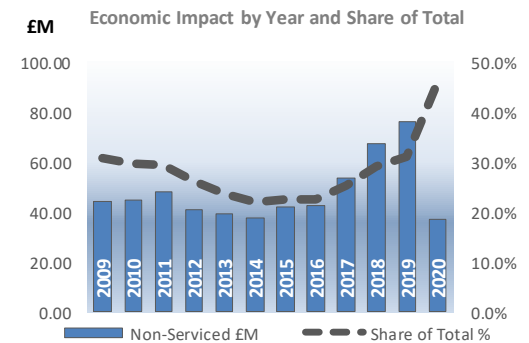
SERVICED ACCOMMODATION



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices		NON-SERVICED ACCOMMODATION		ECONOMIC IMPACT Historic Prices																			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																					
NON-SERVICED ACCOMMODATION													TOTAL						% Change																	
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																																				
KEY																																				
An increase of 3% or more																																				
Less than 3% change																																				
A Fall of 3% or more																																				
													Q1		Q2		Q3		Q4																	
													JAN		FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC	
% Change 2009 to 2020													151.2%	168.0%	140.1%	-100.0%	-100.0%	-100.0%	-20.7%	9.4%	72.5%	-42.1%	-36.6%	-58.2%	-15.5%	151.7%		13.2%	-45.8%							
% Change 2019 to 2020													-15.2%	20.2%	-1.1%	-100.0%	-100.0%	-100.0%	-42.4%	-12.4%	-6.7%	-70.9%	-76.2%	-82.8%	-51.4%	0.5%		-20.6%	-76.0%							
Average Annual Change													13.7%	15.3%	12.7%	-9.1%	-9.1%	-9.1%	-1.9%	0.9%	6.6%	-3.8%	-3.3%	-5.3%	-1.4%	13.8%		1.2%	-4.2%							
2009	£M	1.081	1.295	1.781	3.853	4.202	4.832	6.993	8.975	4.550	3.206	1.296	1.891	43.96	4.157	12.89	20.52	6.393																		
2010	£M	1.250	1.340	2.005	3.567	4.217	4.826	6.851	7.984	5.332	4.113	1.351	1.711	44.55	4.595	12.61	20.17	7.175																		
2011	£M	1.168	1.475	2.302	5.162	5.156	5.474	7.030	7.724	5.480	3.581	2.039	1.390	47.98	4.945	15.79	20.23	7.010																		
2012	£M	1.283	1.748	2.859	3.107	3.183	4.360	6.147	7.056	4.792	2.634	2.433	1.450	41.05	5.889	10.65	18.00	6.517																		
2013	£M	1.178	1.500	2.415	2.349	3.706	3.979	6.126	6.490	4.150	3.209	2.241	1.633	38.98	5.093	10.03	16.77	7.083																		
2014	£M	1.137	1.630	2.353	2.683	3.535	3.509	5.711	6.806	3.901	2.528	2.413	1.634	37.84	5.120	9.727	16.42	6.574																		
2015	£M	1.446	1.665	2.012	2.912	3.883	4.241	6.620	7.441	4.187	3.266	2.372	2.088	42.13	5.124	11.04	18.25	7.726																		
2016	£M	1.564	1.702	2.609	2.887	3.808	3.417	6.501	7.926	4.712	3.185	2.481	1.995	42.79	5.875	10.11	19.14	7.661																		
2017	£M	1.515	1.936	2.763	4.704	4.387	5.479	7.689	9.479	6.036	4.472	2.470	2.608	53.54	6.214	14.57	23.20	9.551																		
2018	£M	1.899	2.105	3.644	4.844	6.875	7.453	8.836	11.22	7.043	6.386	4.113	3.147	67.57	7.649	19.17	27.10	13.65																		
2019	£M	3.199	2.887	4.324	6.268	7.625	8.371	9.635	11.21	8.408	6.379	3.456	4.600	76.36	10.41	22.26	29.25	14.44																		
2020	£M	2.715	3.471	4.275				5.546	9.821	7.849	1.856	0.821	0.790	37.14	10.46		23.22	3.467																		

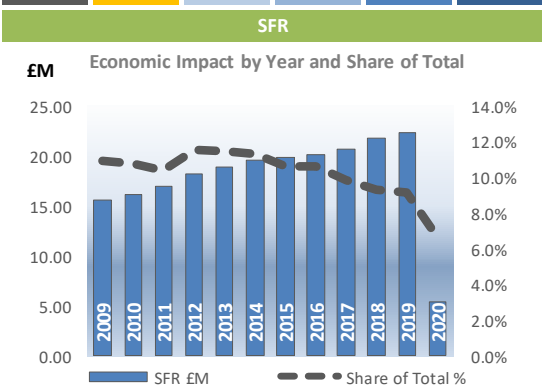
ECONOMIC IMPACT - IN HISTORIC PRICES													NON-SERVICED ACCOMMODATION					
SHARE OF MARKET													Economic Impact by Year and Share of Total					
													£M					
Non-Serviced	£M	43.96	44.55	47.98	41.05	38.98	37.84	42.13	42.79	53.54	67.57	76.36	37.14	40.00	45.00	50.00	55.00	60.00
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16	40.00	45.00	50.00	55.00	60.00
Share of Total	%	30.8%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%	40.00	45.00	50.00	55.00	60.00
Annual Change in Share	%		-3.5%	-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%	40.00	45.00	50.00	55.00	60.00
Change in Share from 2009	%		-3.5%	-4.7%	-15.7%	-23.4%	-29.1%	-26.7%	-26.9%	-17.6%	-5.8%	1.2%	48.5%	40.00	45.00	50.00	55.00	60.00
Avg Ann. Change in Share	%		-3.5%	-2.4%	-5.2%	-5.8%	-5.8%	-4.5%	-3.8%	-2.2%	-0.6%	0.1%	4.4%	40.00	45.00	50.00	55.00	60.00



STEAM FINAL TREND REPORT FOR 2009-2020												2009 to 2020 Historic Prices		SFR	ECONOMIC IMPACT Historic Prices				
MONMOUTHSHIRE COUNTY COUNCIL																			

ECONOMIC IMPACT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	SFR																		
An increase of 3% or more	ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change					
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC					Q1	Q2	Q3
% Change 2009 to 2020	47.8%	47.8%	-19.0%	-100.0%	-100.0%	-100.0%	-85.2%	-85.2%	-100.0%	-100.0%	-100.0%	-100.0%	-65.1%	Annual Change	33.0%			-88.3%	
% Change 2019 to 2020	3.1%	3.1%	-43.6%	-100.0%	-100.0%	-100.0%	-89.7%	-89.7%	-100.0%	-100.0%	-100.0%	-100.0%	-75.7%		-7.3%			-91.9%	
Average Annual Change	4.3%	4.3%	-1.7%	-9.1%	-9.1%	-9.1%	-7.7%	-7.7%	-9.1%	-9.1%	-9.1%	-9.1%	-5.9%		3.0%			-8.0%	
2009	£M	2.172	0.730	0.830	1.980	1.274	0.981	1.592	1.686	0.868	0.867	0.676	1.957	15.61		3.731	4.236	4.147	3.501
2010	£M	2.242	0.753	0.857	2.045	1.315	1.013	1.644	1.740	0.896	0.896	0.698	2.021	16.12	3.2%	3.852	4.373	4.281	3.614
2011	£M	2.359	0.793	0.902	2.151	1.384	1.066	1.730	1.831	0.943	0.942	0.734	2.126	16.96	5.2%	4.053	4.601	4.504	3.803
2012	£M	2.541	0.854	0.971	2.317	1.490	1.148	1.863	1.972	1.016	1.015	0.791	2.290	18.27	7.7%	4.365	4.955	4.851	4.095
2013	£M	2.635	0.885	1.007	2.403	1.546	1.191	1.932	2.045	1.053	1.052	0.820	2.375	18.94	3.7%	4.527	5.139	5.031	4.247
2014	£M	2.720	0.914	1.040	2.481	1.596	1.229	1.995	2.112	1.088	1.087	0.847	2.452	19.56	3.2%	4.674	5.306	5.194	4.385
2015	£M	2.757	0.926	1.054	2.515	1.618	1.246	2.022	2.141	1.103	1.101	0.858	2.485	19.83	1.4%	4.738	5.378	5.265	4.445
2016	£M	2.798	0.940	1.070	2.552	1.642	1.265	2.052	2.172	1.119	1.118	0.871	2.522	20.12	1.5%	4.808	5.459	5.344	4.511
2017	£M	2.882	0.968	1.102	2.629	1.691	1.303	2.114	2.237	1.152	1.151	0.897	2.598	20.72	3.0%	4.952	5.622	5.504	4.646
2018	£M	3.020	1.015	1.154	2.755	1.772	1.365	2.215	2.345	1.208	1.207	0.940	2.722	21.72	4.8%	5.190	5.891	5.767	4.869
2019	£M	3.115	1.047	1.191	2.841	1.828	1.408	2.284	2.418	1.246	1.244	0.970	2.808	22.40	3.1%	5.352	6.076	5.948	5.022
2020	£M	3.210	1.079	0.672				0.235	0.249					5.446	-75.7%	4.961		0.485	

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
SFR	£M	15.61	16.12	16.96	18.27	18.94	19.56	19.83	20.12	20.72	21.72	22.40	5.446
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16
Share of Total	%	10.9%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%
Annual Change in Share	%		-1.7%	-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%
Change in Share from 2009	%		-1.7%	-5.2%	5.5%	4.8%	3.2%	-2.9%	-3.3%	-10.2%	-14.8%	-16.5%	-38.7%
Avg Ann. Change in Share	%		-1.7%	-2.6%	1.8%	1.2%	0.6%	-0.5%	-0.5%	-1.3%	-1.6%	-1.6%	-3.5%



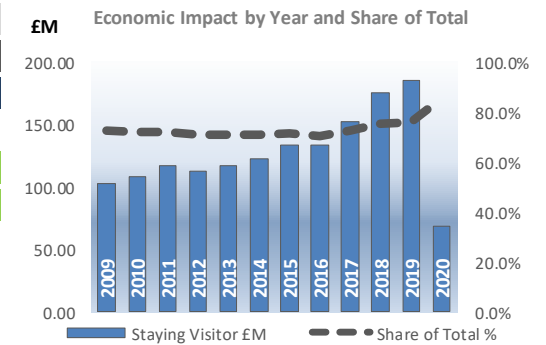
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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 Historic Prices	STAYING VISITOR	ECONOMIC IMPACT Historic Prices										
MONTH AND QUARTER													CALENDAR YEAR	QUARTER											
KEY																									
STAYING VISITOR													TOTAL	% Change	QUARTER										
ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																									
Less than 3% change																									
An increase of 3% or more																									
A Fall of 3% or more																									
Q1																									
Q2																									
Q3																									
Q4																									
JAN																									
FEB																									
MAR																									
APR																									
MAY																									
JUN																									
JUL																									
AUG																									
SEP																									
OCT																									
NOV																									
DEC																									
Annual Change																									
% Change 2009 to 2020																									
% Change 2019 to 2020																									
Average Annual Change																									
2009	£M	4.663	3.659	4.970	8.981	8.730	9.681	13.32	17.50	10.66	7.629	5.119	8.222	103.14	13.29	27.39	41.49	20.97							
2010	£M	5.051	4.104	5.335	9.044	8.749	9.693	13.76	15.94	11.64	9.324	5.941	9.440	108.01	4.7%	14.49	27.49	41.33	24.70						
2011	£M	5.847	5.464	6.693	11.76	10.33	11.09	15.31	16.97	11.21	9.409	5.516	7.879	117.48	8.8%	18.00	33.19	43.49	22.80						
2012	£M	5.729	5.205	8.300	9.975	8.231	9.917	14.06	17.39	10.91	8.827	5.551	8.360	112.45	-4.3%	19.23	28.12	42.36	22.74						
2013	£M	6.045	5.436	8.033	8.900	9.480	10.11	15.12	17.34	10.39	9.664	6.294	10.14	116.96	4.0%	19.51	28.49	42.86	26.10						
2014	£M	6.799	6.691	7.397	11.23	8.883	8.824	14.02	19.27	11.11	10.39	7.094	11.10	122.80	5.0%	20.89	28.94	44.40	28.58						
2015	£M	7.178	6.946	7.715	11.73	9.476	10.15	15.72	20.69	12.09	12.99	7.254	11.86	133.79	9.0%	21.84	31.35	48.50	32.10						
2016	£M	7.123	6.612	8.126	13.18	8.871	9.264	15.51	21.45	12.51	10.82	7.211	12.51	133.17	-0.5%	21.86	31.31	49.46	30.54						
2017	£M	7.303	7.107	8.988	15.16	9.797	11.68	17.10	25.41	14.77	13.55	8.020	13.83	152.71	14.7%	23.40	36.63	57.28	35.39						
2018	£M	8.192	8.485	10.35	16.38	12.84	14.65	19.66	27.52	16.07	15.66	10.10	15.46	175.35	14.8%	27.02	43.86	63.25	41.21						
2019	£M	9.904	9.365	11.31	18.49	13.84	15.23	20.01	27.06	17.83	15.82	9.510	17.03	185.41	5.7%	30.58	47.57	64.89	42.36						
2020	£M	8.729	8.699	7.056				5.952	19.38	12.87	3.864	0.821	1.700	69.07	-62.7%	24.48		38.20	6.385						

ECONOMIC IMPACT - IN HISTORIC PRICES													STAYING VISITOR				
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020				
Staying Visitor	£M	103.14	108.01	117.48	112.45	116.96	122.80	133.79	133.17	152.71	175.35	185.41	69.07				
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16				
Share of Total	%	72.3%	72.1%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%				
Annual Change in Share	%		-0.3%	-0.3%	-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%				
Change in Share from 2009	%		-0.3%	-0.6%	-1.6%	-2.0%	-1.9%	-0.8%	-3.1%	0.1%	4.2%	4.7%	17.7%				
Avg Ann. Change in Share	%		-0.3%	-0.3%	-0.5%	-0.5%	-0.4%	-0.1%	-0.4%	0.0%	0.5%	0.5%	1.6%				



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STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

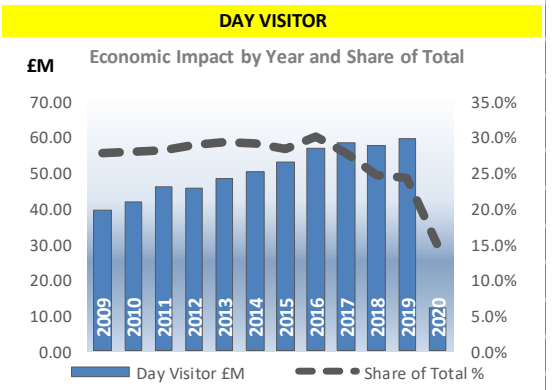
2009 to 2020
Historic Prices

DAY VISITOR

ECONOMIC IMPACT
Historic Prices

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		DAY VISITOR												TOTAL	% Change	QUARTER			
An increase of 3% or more		ECONOMIC IMPACT £M - IN HISTORIC PRICES / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020		83.7%	27.9%	-54.9%	-100.0%	-100.0%	-100.0%	-78.3%	-72.6%	-84.9%	-58.7%	-59.5%	-37.1%	-69.4%	0.7%		-77.3%	-54.8%	
% Change 2019 to 2020		2.6%	-14.7%	-41.6%	-100.0%	-100.0%	-100.0%	-86.6%	-79.8%	-91.3%	-75.0%	-82.0%	-75.4%	-79.7%	-17.5%		-85.1%	-77.4%	
Average Annual Change		7.6%	2.5%	-5.0%	-9.1%	-9.1%	-9.1%	-7.1%	-6.6%	-7.7%	-5.3%	-5.4%	-3.4%	-6.3%	0.1%		-7.0%	-5.0%	
2009	£M	1.268	2.039	2.894	4.310	4.223	4.418	4.603	6.767	3.596	2.795	1.592	1.031	39.54	6.201	12.95	14.97	5.418	
2010	£M	1.113	1.967	2.614	4.335	4.585	5.198	5.027	6.918	4.279	3.241	1.557	1.000	41.83	5.694	14.12	16.22	5.797	
2011	£M	1.380	2.285	2.861	4.788	4.556	4.935	5.286	7.974	4.266	4.030	2.075	1.578	46.01	6.526	14.28	17.53	7.683	
2012	£M	1.722	2.119	3.445	3.835	4.537	5.126	5.970	7.228	4.555	3.510	2.172	1.470	45.69	7.286	13.50	17.75	7.153	
2013	£M	1.237	2.260	3.147	3.596	5.216	5.788	6.829	8.602	4.531	3.367	2.001	1.566	48.14	6.644	14.60	19.96	6.934	
2014	£M	1.414	2.162	3.460	4.621	4.608	5.850	7.038	8.521	4.889	3.810	2.320	1.658	50.35	7.036	15.08	20.45	7.787	
2015	£M	1.635	2.540	3.529	5.324	5.230	5.275	7.233	8.707	4.875	4.544	2.404	1.564	52.86	7.704	15.83	20.82	8.512	
2016	£M	1.550	2.255	4.537	3.790	4.666	7.068	7.870	10.69	5.359	4.536	2.699	1.850	56.87	8.341	15.52	23.92	9.085	
2017	£M	1.848	2.574	3.594	5.115	5.337	7.220	7.727	9.370	5.539	4.776	3.375	1.789	58.26	8.016	17.67	22.64	9.941	
2018	£M	1.844	2.637	2.686	4.254	6.003	7.082	7.446	8.732	6.026	4.592	3.732	2.468	57.50	7.167	17.34	22.20	10.79	
2019	£M	2.271	3.058	2.236	5.926	6.206	6.180	7.443	9.181	6.234	4.622	3.594	2.633	59.58	7.565	18.31	22.86	10.85	
2020	£M	2.330	2.608	1.306				0.999	1.854	0.545	1.154	0.645	0.648	12.09	6.244		3.397	2.448	

ECONOMIC IMPACT - IN HISTORIC PRICES													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Day Visitor	£M	39.54	41.83	46.01	45.69	48.14	50.35	52.86	56.87	58.26	57.50	59.58	12.09
All Visitor Types	£M	142.68	149.85	163.50	158.14	165.10	173.15	186.65	190.05	210.97	232.85	244.99	81.16
Share of Total	%	27.7%	27.9%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%
Annual Change in Share	%		0.7%	0.8%	2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%
Change in Share from 2009	%		0.7%	1.6%	4.3%	5.2%	4.9%	2.2%	8.0%	-0.3%	-10.9%	-12.2%	-46.2%
Avg Ann. Change in Share	%		0.7%	0.8%	1.4%	1.3%	1.0%	0.4%	1.1%	0.0%	-1.2%	-1.2%	-4.2%



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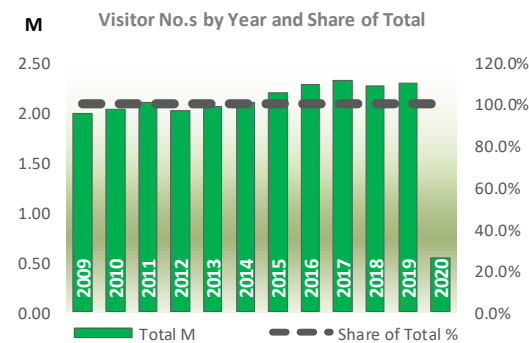
Visitor Numbers by Month, Year and Visitor Type for the Period 2009 to 2020

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		TOTAL		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change						
KEY																				
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
Q1																				
Q2																				
Q3																				
Q4																				
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																				
% Change 2009 to 2020																				
% Change 2019 to 2020																				
Average Annual Change																				
2009	M	0.079	0.101	0.138	0.209	0.204	0.215	0.226	0.324	0.175	0.140	0.087	0.083	1.981		0.317	0.628	0.726	0.310	
2010	M	0.072	0.097	0.124	0.204	0.211	0.237	0.237	0.314	0.197	0.157	0.087	0.086	2.022	2.1%	0.293	0.651	0.748	0.330	
2011	M	0.082	0.110	0.132	0.218	0.203	0.221	0.239	0.339	0.185	0.179	0.098	0.096	2.102	4.0%	0.324	0.642	0.763	0.373	
2012	M	0.091	0.099	0.154	0.175	0.191	0.217	0.251	0.304	0.189	0.155	0.098	0.091	2.015	-4.1%	0.344	0.583	0.744	0.344	
2013	M	0.073	0.102	0.139	0.158	0.212	0.234	0.275	0.340	0.181	0.147	0.092	0.098	2.052	1.8%	0.314	0.604	0.797	0.338	
2014	M	0.080	0.101	0.143	0.196	0.185	0.226	0.273	0.335	0.190	0.162	0.103	0.103	2.098	2.2%	0.325	0.607	0.798	0.368	
2015	M	0.088	0.114	0.146	0.218	0.205	0.209	0.281	0.341	0.190	0.192	0.106	0.101	2.190	4.4%	0.347	0.632	0.812	0.398	
2016	M	0.084	0.101	0.176	0.172	0.181	0.261	0.296	0.399	0.203	0.181	0.113	0.112	2.280	4.1%	0.361	0.614	0.899	0.406	
2017	M	0.092	0.110	0.146	0.212	0.200	0.264	0.288	0.358	0.208	0.191	0.134	0.112	2.317	1.6%	0.348	0.677	0.854	0.437	
2018	M	0.092	0.114	0.118	0.183	0.218	0.258	0.275	0.329	0.217	0.181	0.144	0.132	2.260	-2.4%	0.323	0.659	0.820	0.457	
2019	M	0.106	0.125	0.103	0.231	0.221	0.225	0.267	0.333	0.221	0.179	0.136	0.137	2.284	1.1%	0.334	0.677	0.821	0.453	
2020	M	0.105	0.110	0.061				0.037	0.096	0.040	0.043	0.020	0.024	0.536	-76.5%	0.276		0.174	0.087	

VISITOR NUMBERS													TOTAL		
SHARE OF MARKET															
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020															
Total	M	1.981	2.022	2.102	2.015	2.052	2.098	2.190	2.280	2.317	2.260	2.284	0.536		
All Visitor Types	000s	1,980.80	2,022.41	2,102.48	2,015.27	2,052.50	2,097.63	2,189.79	2,279.81	2,316.53	2,260.25	2,284.02	536.36		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%		0.0%		0.0%	0.0%									
Change in Share from 2009	%		0.0%		0.0%										
Avg Ann. Change in Share	%		0.0%		0.0%										



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		SERVICED		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
SERVICED ACCOMMODATION													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		Annual Change															
An increase of 3% or more													Q1		Q2		Q3		Q4											
Less than 3% change													Q1		Q2		Q3		Q4											
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													72.9%	113.8%	-25.7%	-100.0%	-100.0%	-100.0%	-97.1%	0.7%	-18.9%	-50.4%	-100.0%	-81.5%	-52.3%	44.7%			-33.4%	-77.2%
% Change 2019 to 2020													-6.0%	-5.6%	-57.7%	-100.0%	-100.0%	-100.0%	-97.6%	-19.2%	-26.1%	-70.7%	-100.0%	-88.5%	-66.1%	-25.7%			-44.4%	-85.0%
Average Annual Change													6.6%	10.3%	-2.3%	-9.1%	-9.1%	-9.1%	-8.8%	0.1%	-1.7%	-4.6%	-9.1%	-7.4%	-4.8%	4.1%			-3.0%	-7.0%
2009	000s	7.1	9.8	12.5	17.2	18.9	23.6	20.9	31.2	18.3	16.2	14.7	23.0	213.7		29.5	59.8	70.5	53.9											
2010	000s	7.6	11.7	12.7	18.1	18.1	22.7	22.5	27.3	18.2	19.0	17.5	29.0	224.2	4.9%	31.9	58.8	68.0	65.5											
2011	000s	10.5	16.5	16.1	20.8	18.7	24.2	24.3	27.7	14.8	20.1	11.4	20.8	225.6	0.6%	43.0	63.6	66.8	52.2											
2012	000s	8.4	13.2	20.3	20.8	17.2	23.0	21.9	30.3	15.6	20.8	9.5	21.5	222.7	-1.3%	42.0	61.0	67.9	51.8											
2013	000s	9.2	14.9	19.9	18.1	19.6	24.0	24.1	30.2	15.0	20.7	12.6	26.7	234.9	5.5%	44.0	61.6	69.3	60.0											
2014	000s	12.0	19.2	17.1	25.5	17.3	19.9	22.5	34.5	17.0	25.2	14.5	29.7	254.5	8.3%	48.3	62.8	74.1	69.4											
2015	000s	12.0	20.0	19.6	26.3	18.1	22.5	25.0	36.9	18.9	31.8	15.1	30.6	276.7	8.7%	51.5	66.8	80.8	77.5											
2016	000s	10.9	17.8	18.5	31.4	15.1	21.6	23.9	36.3	18.1	23.7	14.5	33.4	265.3	-4.1%	47.3	68.1	78.3	71.6											
2017	000s	11.2	18.4	20.8	30.9	16.0	22.5	24.4	42.4	19.9	28.1	17.1	35.3	286.9	8.1%	50.4	69.3	86.8	80.5											
2018	000s	12.2	22.5	21.6	33.4	17.4	25.9	27.7	41.5	19.7	27.6	17.8	37.8	305.2	6.4%	56.4	76.7	88.9	83.2											
2019	000s	13.1	22.3	22.0	34.8	17.7	23.8	25.4	38.9	20.1	27.4	17.5	37.0	300.1	-1.7%	57.4	76.3	84.4	82.0											
2020	000s	12.3	21.0	9.3				0.6	31.4	14.9	8.0		4.3	101.9	-66.1%	42.7		46.9	12.3											

VISITOR NUMBERS													SERVICED ACCOMMODATION		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	
Serviced	000s	213.7	224.2	225.6	222.7	234.9	254.5	276.7	265.3	286.9	305.2	300.1	101.9	Visitor No.s by Year and Share of Total	
All Visitor Types	000s	1,980.8	2,022.4	2,102.5	2,015.3	2,052.5	2,097.6	2,189.8	2,279.8	2,316.5	2,260.2	2,284.0	536.4	Visitor No.s by Year and Share of Total	
Share of Total	%	10.8%	11.1%	10.7%	11.0%	11.4%	12.1%	12.6%	11.6%	12.4%	13.5%	13.1%	19.0%	Visitor No.s by Year and Share of Total	
Annual Change in Share	%		2.8%	-3.2%	2.9%	3.6%	6.0%	4.1%	-7.9%	6.4%	9.0%	-2.7%	44.6%	Visitor No.s by Year and Share of Total	
Change in Share from 2009	%		2.8%	-0.5%	2.4%	6.1%	12.5%	17.1%	7.9%	14.8%	25.2%	21.8%	76.1%	Visitor No.s by Year and Share of Total	
Avg Ann. Change in Share	%		2.8%	-0.3%	0.8%	1.5%	2.5%	2.9%	1.1%	1.9%	2.8%	2.2%	6.9%	Visitor No.s by Year and Share of Total	



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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		NON-SERVICED		VISITOR NUMBERS														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
NON-SERVICED ACCOMMODATION													TOTAL						% Change												
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																															
KEY																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													93.2%	93.3%	72.6%	-100.0%	-100.0%	-100.0%	-46.6%	-27.7%	21.7%	-60.0%	-53.6%	-70.2%	-36.0%	85.4%	Annual Change			-23.1%	-61.5%
% Change 2019 to 2020													-2.8%	19.1%	2.3%	-100.0%	-100.0%	-100.0%	-45.4%	-16.9%	-10.5%	-73.0%	-76.2%	-83.0%	-49.9%	5.5%				-24.5%	-77.2%
Average Annual Change													8.5%	8.5%	6.6%	-9.1%	-9.1%	-9.1%	-4.2%	-2.5%	2.0%	-5.5%	-4.9%	-6.4%	-3.3%	7.8%				-2.1%	-5.6%
2009	000s	3.9	4.0	4.8	8.1	8.4	9.4	12.7	15.5	8.2	6.1	3.6	4.3	89.1			12.7	25.9	36.4	14.0											
2010	000s	4.4	4.1	5.4	7.4	8.2	9.3	12.2	13.4	9.7	7.9	3.7	3.8	89.5	0.5%		13.9	24.9	35.3	15.4											
2011	000s	4.0	4.4	6.0	10.5	9.8	10.3	12.2	12.4	9.7	6.6	5.8	3.0	94.7	5.8%		14.4	30.5	34.3	15.4											
2012	000s	4.3	5.1	7.2	5.9	5.7	7.7	10.1	10.9	8.0	4.4	6.6	3.0	78.9	-16.7%		16.6	19.3	28.9	14.1											
2013	000s	3.9	4.3	5.9	4.2	6.4	6.8	9.7	9.6	6.5	5.3	6.0	3.3	71.8	-9.0%		14.0	17.4	25.8	14.6											
2014	000s	3.6	4.5	5.6	4.8	5.9	5.8	8.6	9.7	6.0	4.1	6.2	3.2	68.0	-5.3%		13.7	16.4	24.4	13.5											
2015	000s	4.6	4.5	4.8	5.2	6.5	7.0	10.1	10.7	6.3	5.3	6.1	4.0	75.0	10.2%		13.9	18.6	27.1	15.4											
2016	000s	4.7	4.3	5.8	4.8	5.9	5.1	9.2	10.5	6.7	4.9	5.9	3.6	71.5	-4.6%		14.8	15.8	26.5	14.4											
2017	000s	4.5	4.9	6.1	7.8	6.8	8.5	10.9	12.6	8.7	6.9	6.0	4.8	88.5	23.8%		15.5	23.2	32.2	17.7											
2018	000s	5.7	5.3	7.8	7.7	10.0	11.1	12.2	13.8	9.3	8.6	8.2	4.3	103.8	17.3%		18.8	28.8	35.3	21.0											
2019	000s	7.7	6.6	8.1	8.7	10.4	11.6	12.4	13.5	11.2	9.0	7.1	7.5	113.8	9.6%		22.3	30.7	37.1	23.6											
2020	000s	7.5	7.8	8.3				6.8	11.2	10.0	2.4	1.7	1.3	57.0	-49.9%		23.6		28.0	5.4											

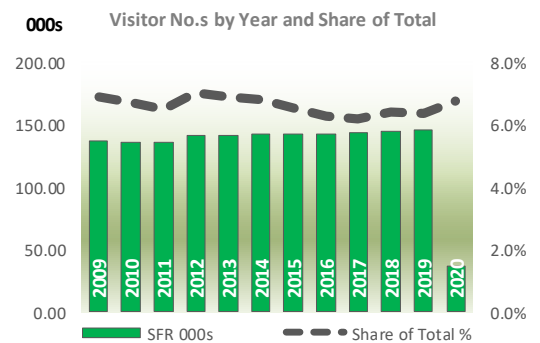
VISITOR NUMBERS													NON-SERVICED ACCOMMODATION											
SHARE OF MARKET													000s											
													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Non-Serviced													89.1	89.5	94.7	78.9	71.8	68.0	75.0	71.5	88.5	103.8	113.8	57.0
All Visitor Types													1,980.8	2,022.4	2,102.5	2,015.3	2,052.5	2,097.6	2,189.8	2,279.8	2,316.5	2,260.2	2,284.0	536.4
Share of Total													4.5%	4.4%	4.5%	3.9%	3.5%	3.2%	3.4%	3.1%	3.8%	4.6%	5.0%	10.6%
Annual Change in Share														-1.5%	1.7%	-13.1%	-10.6%	-7.3%	5.5%	-8.4%	21.8%	20.2%	8.4%	113.3%
Change in Share from 2009														-1.5%	0.1%	-13.0%	-22.2%	-27.9%	-23.9%	-30.2%	-15.0%	2.2%	10.8%	136.3%
Avg Ann. Change in Share														-1.5%	0.1%	-4.3%	-5.5%	-5.6%	-4.0%	-4.3%	-1.9%	0.2%	1.1%	12.4%



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		SFR		VISITOR NUMBERS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													SFR																	
An increase of 3% or more													VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES		QUARTER															
Less than 3% change													TOTAL						% Change											
A Fall of 3% or more													ANNUAL CHANGE																	
VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES																														
Q1													Q2		Q3		Q4													
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																														
% Change 2009 to 2020													7.0%	7.0%	-20.8%	-100.0%	-100.0%	-100.0%	-89.3%	-89.3%	-100.0%	-100.0%	-100.0%	-100.0%	-73.4%	0.3%			-91.8%	
% Change 2019 to 2020													0.5%	0.5%	-25.6%	-100.0%	-100.0%	-100.0%	-90.0%	-90.0%	-100.0%	-100.0%	-100.0%	-100.0%	-75.0%	-5.8%			-92.3%	
Average Annual Change													0.6%	0.6%	-1.9%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-9.1%	-9.1%	-9.1%	-9.1%	-6.7%	0.0%			-8.3%	
2009	000s	18.1	7.2	8.0	15.3	12.1	9.7	13.3	13.5	8.3	8.4	6.9	15.7	136.5		33.4	37.1	35.1	31.0											
2010	000s	18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.4	8.3	8.4	6.9	15.6	135.9	-0.5%	33.2	36.9	34.9	30.9											
2011	000s	18.0	7.2	8.0	15.2	12.0	9.7	13.2	13.5	8.3	8.4	6.9	15.6	136.1	0.1%	33.2	36.9	35.0	30.9											
2012	000s	18.7	7.5	8.3	15.8	12.5	10.0	13.7	13.9	8.6	8.7	7.2	16.2	141.0	3.6%	34.4	38.3	36.2	32.1											
2013	000s	18.7	7.5	8.3	15.8	12.5	10.1	13.7	14.0	8.6	8.7	7.2	16.2	141.6	0.4%	34.6	38.4	36.4	32.2											
2014	000s	18.8	7.5	8.4	15.9	12.6	10.1	13.8	14.1	8.7	8.8	7.2	16.3	142.2	0.5%	34.7	38.6	36.6	32.3											
2015	000s	18.9	7.6	8.4	15.9	12.6	10.2	13.9	14.1	8.7	8.8	7.2	16.4	142.6	0.3%	34.8	38.7	36.6	32.4											
2016	000s	18.9	7.6	8.4	16.0	12.6	10.2	13.9	14.1	8.7	8.8	7.3	16.4	142.8	0.2%	34.9	38.8	36.7	32.5											
2017	000s	19.0	7.6	8.4	16.0	12.7	10.2	13.9	14.2	8.7	8.9	7.3	16.5	143.4	0.4%	35.0	38.9	36.9	32.6											
2018	000s	19.1	7.7	8.5	16.2	12.8	10.3	14.0	14.3	8.8	8.9	7.3	16.6	144.5	0.8%	35.3	39.2	37.1	32.9											
2019	000s	19.3	7.7	8.6	16.3	12.8	10.4	14.1	14.4	8.9	9.0	7.4	16.7	145.4	0.6%	35.5	39.5	37.4	33.1											
2020	000s	19.3	7.7	6.4				1.4	1.4					36.3	-75.0%	33.5		2.9												

VISITOR NUMBERS													SFR				
SHARE OF MARKET													000s		Visitor No.s by Year and Share of Total		
2009 2010 2011 2012 2013 2014 2015 2016 2017 2018 2019 2020																	
SFR	000s	136.5	135.9	136.1	141.0	141.6	142.2	142.6	142.8	143.4	144.5	145.4	36.3				
All Visitor Types	000s	1,980.8	2,022.4	2,102.5	2,015.3	2,052.5	2,097.6	2,189.8	2,279.8	2,316.5	2,260.2	2,284.0	536.4				
Share of Total	%	6.9%	6.7%	6.5%	7.0%	6.9%	6.8%	6.5%	6.3%	6.2%	6.4%	6.4%	6.8%				
Annual Change in Share	%		-2.5%	-3.7%	8.1%	-1.4%	-1.7%	-4.0%	-3.8%	-1.2%	3.3%	-0.5%	6.4%				
Change in Share from 2009	%		-2.5%	-6.1%	1.5%	0.1%	-1.6%	-5.5%	-9.1%	-10.2%	-7.2%	-7.6%	-1.8%				
Avg Ann. Change in Share	%		-2.5%	-3.1%	0.5%	0.0%	-0.3%	-0.9%	-1.3%	-1.3%	-0.8%	-0.8%	-0.2%				



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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													STAYING VISITOR		VISITOR NUMBERS				
VISITOR NUMBERS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL	% Change	QUARTER				
An increase of 3% or more		VISITOR NUMBERS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4
Less than 3% change		Q1			Q2			Q3			Q4		2019	2020					
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV			DEC	2019	2020	2019	2020
% Change 2009 to 2020		34.6%	73.3%	-5.5%	-100.0%	-100.0%	-100.0%	-81.2%	-26.8%	-28.7%	-65.9%	-93.3%	-87.1%	-55.6%	31.9%			-45.2%	-82.1%
% Change 2019 to 2020		-2.3%	0.2%	-38.1%	-100.0%	-100.0%	-100.0%	-83.0%	-33.9%	-38.0%	-76.9%	-94.7%	-91.0%	-65.1%	-13.5%			-51.0%	-87.2%
Average Annual Change		3.1%	6.7%	-0.5%	-9.1%	-9.1%	-9.1%	-7.4%	-2.4%	-2.6%	-6.0%	-8.5%	-7.9%	-5.1%	2.9%			-4.1%	-7.5%
2009	000s	29.1	21.1	25.4	40.6	39.4	42.7	46.9	60.3	34.9	30.7	25.3	42.9	439.2		75.5	122.7	142.0	99.0
2010	000s	30.0	23.0	26.1	40.7	38.3	41.6	47.8	54.2	36.2	35.3	28.1	48.4	449.6	2.4%	79.0	120.6	138.3	111.8
2011	000s	32.4	28.1	30.1	46.5	40.4	44.2	49.7	53.6	32.8	35.1	24.1	39.4	456.4	1.5%	90.6	131.1	136.1	98.6
2012	000s	31.5	25.8	35.8	42.5	35.3	40.7	45.7	55.1	32.2	33.9	23.3	40.7	442.5	-3.0%	93.0	118.6	133.0	98.0
2013	000s	31.8	26.6	34.1	38.1	38.4	40.9	47.6	53.7	30.2	34.8	25.8	46.3	448.3	1.3%	92.6	117.4	131.5	106.8
2014	000s	34.5	31.2	31.0	46.2	35.7	35.9	45.0	58.3	31.7	38.1	28.0	49.2	464.8	3.7%	96.7	117.8	135.0	115.3
2015	000s	35.4	32.0	32.8	47.4	37.2	39.6	49.0	61.7	33.9	45.9	28.4	51.0	494.2	6.3%	100.2	124.2	144.5	125.3
2016	000s	34.5	29.7	32.7	52.1	33.6	36.9	47.0	61.0	33.5	37.4	27.7	53.4	479.7	-2.9%	97.0	122.7	141.5	118.5
2017	000s	34.7	30.9	35.3	54.7	35.5	41.2	49.3	69.2	37.4	43.9	30.3	56.5	518.9	8.2%	100.9	131.4	155.8	130.8
2018	000s	37.1	35.5	37.9	57.2	40.2	47.3	53.9	69.6	37.8	45.1	33.3	58.6	553.6	6.7%	110.5	144.7	161.3	137.0
2019	000s	40.0	36.5	38.7	59.8	41.0	45.7	51.9	66.8	40.2	45.4	32.0	61.2	559.3	1.0%	115.2	146.5	158.9	138.7
2020	000s	39.1	36.6	24.0				8.8	44.1	24.9	10.5	1.7	5.5	195.2	-65.1%	99.7		77.8	17.7

VISITOR NUMBERS													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor No.s by Year and Share of Total
Staying Visitor	000s	439.2	449.6	456.4	442.5	448.3	464.8	494.2	479.7	518.9	553.6	559.3	195.2		
All Visitor Types	000s	1,980.8	2,022.4	2,102.5	2,015.3	2,052.5	2,097.6	2,189.8	2,279.8	2,316.5	2,260.2	2,284.0	536.4		
Share of Total	%	22.2%	22.2%	21.7%	22.0%	21.8%	22.2%	22.6%	21.0%	22.4%	24.5%	24.5%	36.4%		
Annual Change in Share	%		0.3%	-2.4%	1.2%	-0.5%	1.4%	1.9%	-6.8%	6.5%	9.3%	0.0%	48.6%		
Change in Share from 2009	%		0.3%	-2.1%	-1.0%	-1.5%	-0.1%	1.8%	-5.1%	1.0%	10.4%	10.4%	64.1%		
Avg Ann. Change in Share	%		0.3%	-1.1%	-0.3%	-0.4%	0.0%	0.3%	-0.7%	0.1%	1.2%	1.0%	5.8%		

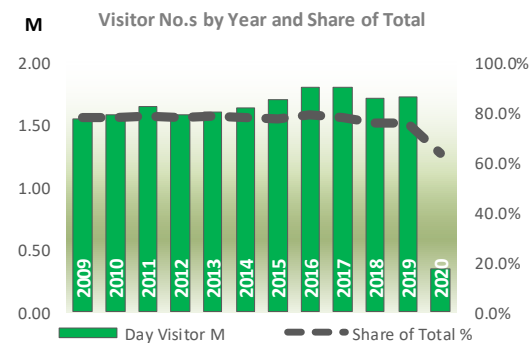
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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR NUMBERS BY:													2009 to 2020		DAY VISITOR		VISITOR NUMBERS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
DAY VISITOR													TOTAL						% Change	
VISITOR NUMBERS IN MILLIONS / PERCENTAGE CHANGES													TOTAL		% Change					
KEY													TOTAL		% Change					
An increase of 3% or more													TOTAL		% Change					
Less than 3% change													TOTAL		% Change					
A Fall of 3% or more													TOTAL		% Change					
Q1													TOTAL		% Change					
Q2													TOTAL		% Change					
Q3													TOTAL		% Change					
Q4													TOTAL		% Change					
JAN													TOTAL		% Change					
FEB													TOTAL		% Change					
MAR													TOTAL		% Change					
APR													TOTAL		% Change					
MAY													TOTAL		% Change					
JUN													TOTAL		% Change					
JUL													TOTAL		% Change					
AUG													TOTAL		% Change					
SEP													TOTAL		% Change					
OCT													TOTAL		% Change					
NOV													TOTAL		% Change					
DEC													TOTAL		% Change					
% Change 2009 to 2020													TOTAL		% Change					
% Change 2019 to 2020													TOTAL		% Change					
Average Annual Change													TOTAL		% Change					
2009	M	0.049	0.080	0.113	0.168	0.165	0.172	0.179	0.264	0.140	0.109	0.062	0.040	1.542		0.242	0.505	0.584	0.211	
2010	M	0.042	0.074	0.098	0.163	0.172	0.195	0.189	0.260	0.161	0.122	0.059	0.038	1.573	2.0%	0.214	0.531	0.610	0.218	
2011	M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646	4.7%	0.233	0.511	0.627	0.275	
2012	M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573	-4.5%	0.251	0.465	0.611	0.246	
2013	M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604	2.0%	0.221	0.487	0.665	0.231	
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	1.8%	0.228	0.489	0.663	0.253	
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273	
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288	
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307	
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320	
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314	
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069	

VISITOR NUMBERS													DAY VISITOR						
SHARE OF MARKET													DAY VISITOR						
2009													DAY VISITOR						
2010													DAY VISITOR						
2011													DAY VISITOR						
2012													DAY VISITOR						
2013													DAY VISITOR						
2014													DAY VISITOR						
2015													DAY VISITOR						
2016													DAY VISITOR						
2017													DAY VISITOR						
2018													DAY VISITOR						
2019													DAY VISITOR						
2020													DAY VISITOR						
Day Visitor	M	1.542	1.573	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341						
All Visitor Types	000s	1,980.80	2,022.41	2,102.48	2,015.27	2,052.50	2,097.63	2,189.79	2,279.81	2,316.53	2,260.25	2,284.02	536.36						
Share of Total	%	77.8%	77.8%	78.3%	78.0%	78.2%	77.8%	77.4%	79.0%	77.6%	75.5%	75.5%	63.6%						
Annual Change in Share	%		-0.1%	0.7%	-0.3%	0.2%	-0.4%	-0.5%	2.0%	-1.7%	-2.7%	0.0%	-15.8%						
Change in Share from 2009	%		-0.1%	0.6%	0.3%	0.4%	0.0%	-0.5%	1.5%	-0.3%	-3.0%	-3.0%	-18.3%						
Avg Ann. Change in Share	%		-0.1%	0.3%	0.1%	0.1%	0.0%	-0.1%	0.2%	0.0%	-0.3%	-0.3%	-1.7%						



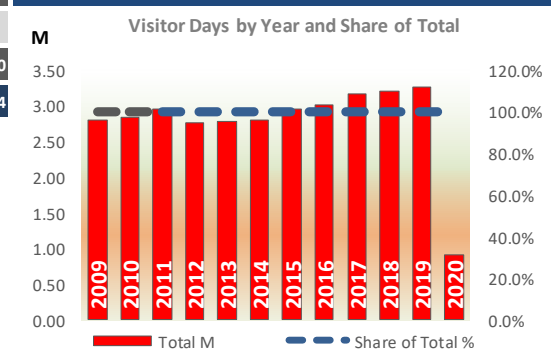
Visitor Days by Month, Year and Visitor Type for the Period 2009 to 2020

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:													2009 to 2020		TOTAL		VISITOR DAYS			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
TOTAL													TOTAL							
VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES													TOTAL	% Change						
Q1			Q2			Q3			Q4											
KEY		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
An increase of 3% or more																				
Less than 3% change																				
A Fall of 3% or more																				
% Change 2009 to 2020		32.5%	21.4%	-41.4%	-100.0%	-100.0%	-100.0%	-75.9%	-58.9%	-55.7%	-67.9%	-78.6%	-77.5%	-67.1%		-1.5%		-63.6%	-73.6%	
% Change 2019 to 2020		-1.1%	-7.1%	-35.5%	-100.0%	-100.0%	-100.0%	-78.6%	-59.1%	-64.6%	-75.8%	-85.8%	-85.4%	-71.8%	Annual Change	-14.4%		-67.0%	-81.7%	
Average Annual Change		3.0%	1.9%	-3.8%	-9.1%	-9.1%	-9.1%	-6.9%	-5.4%	-5.1%	-6.2%	-7.1%	-7.0%	-6.1%		-0.1%		-5.8%	-6.7%	
2009	M	0.121	0.126	0.174	0.289	0.278	0.293	0.335	0.463	0.249	0.201	0.121	0.143	2.795		0.421	0.861	1.047	0.465	
2010	M	0.116	0.123	0.163	0.281	0.283	0.314	0.343	0.437	0.280	0.232	0.122	0.147	2.842	1.7%	0.402	0.878	1.060	0.502	
2011	M	0.127	0.140	0.176	0.315	0.287	0.305	0.347	0.458	0.264	0.247	0.136	0.148	2.947	3.7%	0.442	0.906	1.069	0.531	
2012	M	0.135	0.129	0.205	0.247	0.250	0.285	0.345	0.414	0.258	0.210	0.137	0.145	2.759	-6.4%	0.468	0.782	1.017	0.491	
2013	M	0.117	0.130	0.184	0.219	0.276	0.297	0.368	0.443	0.241	0.207	0.131	0.156	2.771	0.4%	0.431	0.792	1.052	0.495	
2014	M	0.126	0.133	0.185	0.266	0.244	0.280	0.359	0.440	0.249	0.218	0.145	0.163	2.807	1.3%	0.444	0.790	1.047	0.526	
2015	M	0.136	0.145	0.187	0.290	0.268	0.272	0.377	0.454	0.252	0.261	0.147	0.165	2.954	5.2%	0.468	0.830	1.083	0.573	
2016	M	0.131	0.131	0.220	0.246	0.240	0.313	0.386	0.512	0.266	0.241	0.153	0.176	3.015	2.1%	0.482	0.799	1.164	0.570	
2017	M	0.139	0.143	0.193	0.303	0.265	0.337	0.388	0.488	0.285	0.267	0.177	0.182	3.165	5.0%	0.474	0.905	1.161	0.626	
2018	M	0.143	0.150	0.171	0.275	0.302	0.347	0.385	0.466	0.296	0.267	0.194	0.201	3.198	1.0%	0.463	0.924	1.147	0.662	
2019	M	0.162	0.164	0.158	0.329	0.307	0.316	0.378	0.466	0.312	0.267	0.182	0.221	3.265	2.1%	0.485	0.953	1.156	0.671	
2020	M	0.160	0.153	0.102				0.081	0.191	0.110	0.065	0.026	0.032	0.920	-71.8%	0.415		0.382	0.123	

VISITOR DAYS													TOTAL	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Total	M	2.795	2.842	2.947	2.759	2.771	2.807	2.954	3.015	3.165	3.198	3.265	0.920	
All Visitor Types	000s	2,794.70	2,841.97	2,947.23	2,758.67	2,770.65	2,806.94	2,953.88	3,015.12	3,164.99	3,197.61	3,264.96	919.54	
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Annual Change in Share	%													
Change in Share from 2009	%													
Avg Ann. Change in Share	%													



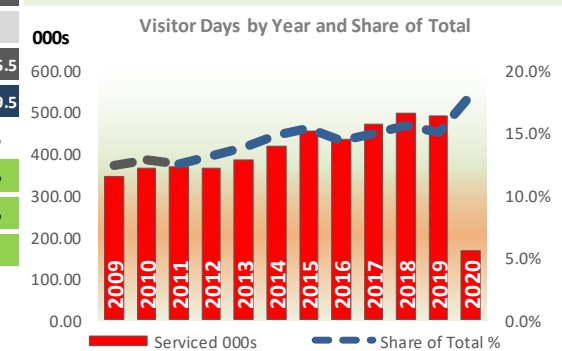
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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

VISITOR DAYS BY:													2009 to 2020		SERVICED		VISITOR DAYS													
MONTH AND QUARTER													CALENDAR YEAR		QUARTER															
KEY													TOTAL						% Change											
SERVICED ACCOMMODATION													Annual Change																	
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																														
An increase of 3% or more																														
Less than 3% change																														
A Fall of 3% or more																														
													Q1		Q2		Q3		Q4											
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4
% Change 2009 to 2020													68.8%	121.4%	-25.2%	-100.0%	-100.0%	-100.0%	-97.1%	7.2%	-23.0%	-51.9%	-100.0%	-82.0%	-52.0%	43.7%			-31.6%	-77.5%
% Change 2019 to 2020													-6.0%	-5.4%	-57.7%	-100.0%	-100.0%	-100.0%	-97.6%	-19.0%	-26.2%	-70.7%	-100.0%	-88.5%	-66.1%	-26.3%			-43.5%	-84.7%
Average Annual Change													6.3%	11.0%	-2.3%	-9.1%	-9.1%	-9.1%	-8.8%	0.7%	-2.1%	-4.7%	-9.1%	-7.5%	-4.7%	4.0%			-2.9%	-7.0%
2009	000s	12.3	14.3	20.6	27.6	28.5	34.0	31.6	45.7	33.6	31.1	27.5	38.1	345.1		47.2	90.1	111.0	96.8											
2010	000s	13.1	16.9	20.8	29.0	27.2	32.7	33.9	40.1	33.4	36.1	32.5	47.5	363.3	5.3%	50.9	88.9	107.4	116.2											
2011	000s	17.8	24.5	26.8	34.4	29.3	35.2	37.2	42.5	26.0	37.7	21.1	33.6	366.2	0.8%	69.2	98.9	105.7	92.4											
2012	000s	14.4	19.6	33.9	34.6	27.0	33.5	33.8	46.9	27.5	39.4	17.6	34.8	363.0	-0.9%	67.9	95.1	108.2	91.8											
2013	000s	16.0	21.9	33.1	29.8	30.6	35.5	37.5	46.8	26.3	38.8	23.1	43.5	383.0	5.5%	71.0	95.9	110.6	105.5											
2014	000s	20.4	28.7	28.3	42.4	26.6	28.9	34.5	53.3	29.7	47.5	26.7	48.5	415.5	8.5%	77.4	97.8	117.5	122.7											
2015	000s	20.4	29.8	32.4	43.6	27.8	32.6	38.3	57.0	33.3	59.7	27.7	49.8	452.4	8.9%	82.7	104.0	128.5	137.2											
2016	000s	18.6	26.7	30.6	52.7	23.6	31.6	36.8	56.6	31.6	44.4	26.2	54.2	433.6	-4.2%	76.0	107.9	125.0	124.8											
2017	000s	19.1	27.6	34.4	52.0	25.0	32.9	37.7	66.2	34.7	52.6	30.7	57.0	469.8	8.3%	81.1	109.8	138.6	140.3											
2018	000s	20.7	33.8	35.8	56.0	27.1	37.6	42.3	64.7	34.4	51.5	32.0	60.9	496.9	5.8%	90.3	120.7	141.4	144.4											
2019	000s	22.1	33.4	36.5	58.4	27.6	34.3	38.7	60.6	35.1	51.0	31.5	59.7	488.9	-1.6%	92.0	120.3	134.4	142.2											
2020	000s	20.8	31.6	15.4				0.9	49.1	25.9	15.0		6.8	165.5	-66.1%	67.8		75.9	21.8											

VISITOR DAYS													SERVICED ACCOMMODATION											
SHARE OF MARKET													000s											
													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced													345.1	363.3	366.2	363.0	383.0	415.5	452.4	433.6	469.8	496.9	488.9	165.5
All Visitor Types													2,794.7	2,842.0	2,947.2	2,758.7	2,770.7	2,806.9	2,953.9	3,015.1	3,165.0	3,197.6	3,265.0	919.5
Share of Total													12.3%	12.8%	12.4%	13.2%	13.8%	14.8%	15.3%	14.4%	14.8%	15.5%	15.0%	18.0%
Annual Change in Share														3.5%	-2.8%	5.9%	5.1%	7.1%	3.5%	-6.1%	3.2%	4.7%	-3.6%	20.2%
Change in Share from 2009														3.5%	0.6%	6.6%	12.0%	19.9%	24.0%	16.5%	20.2%	25.8%	21.3%	45.8%
Avg Ann. Change in Share														3.5%	0.3%	2.2%	3.0%	4.0%	4.0%	2.4%	2.5%	2.9%	2.1%	4.2%



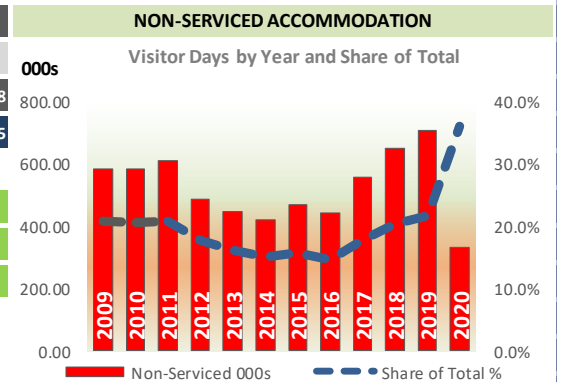
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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													NON-SERVICED	VISITOR DAYS				
VISITOR DAYS BY:													CALENDAR YEAR		QUARTER			
MONTH AND QUARTER													TOTAL	% Change	Q1	Q2	Q3	Q4
NON-SERVICED ACCOMMODATION																		
VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES													Annual Change	Q1	Q2	Q3	Q4	
KEY																		
An increase of 3% or more													Q1	Q2	Q3	Q4		
Less than 3% change																		
A Fall of 3% or more													Q1	Q2	Q3	Q4		
JAN FEB MAR APR MAY JUN JUL AUG SEP OCT NOV DEC																		
% Change 2009 to 2020													Annual Change	Q1	Q2	Q3	Q4	
% Change 2019 to 2020																		
Average Annual Change													Annual Change	Q1	Q2	Q3	Q4	
2009 000s																		
2010 000s													Annual Change	Q1	Q2	Q3	Q4	
2011 000s																		
2012 000s													Annual Change	Q1	Q2	Q3	Q4	
2013 000s																		
2014 000s													Annual Change	Q1	Q2	Q3	Q4	
2015 000s																		
2016 000s													Annual Change	Q1	Q2	Q3	Q4	
2017 000s																		
2018 000s													Annual Change	Q1	Q2	Q3	Q4	
2019 000s																		
2020 000s													Annual Change	Q1	Q2	Q3	Q4	
2009 000s																		583.0
2010 000s													582.3	-0.1%	59.6	170.7	257.1	94.9
2011 000s													611.0	4.9%	62.2	208.1	249.9	90.8
2012 000s													487.3	-20.3%	69.5	130.8	209.0	77.9
2013 000s													446.4	-8.4%	58.4	118.4	186.8	82.8
2014 000s													420.0	-5.9%	57.2	111.6	176.6	74.7
2015 000s													466.4	11.1%	56.6	126.6	196.4	86.8
2016 000s													441.4	-5.4%	60.9	107.4	192.0	81.1
2017 000s													556.2	26.0%	64.2	156.9	233.1	102.0
2018 000s													649.9	16.9%	78.0	195.8	255.6	120.5
2019 000s													705.2	8.5%	91.2	208.8	268.0	137.1
2020 000s													330.8	-53.1%	96.4		202.6	31.8

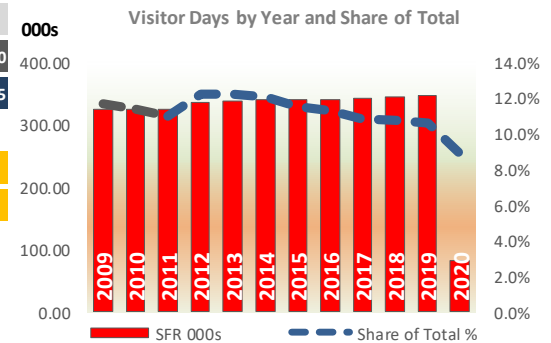
VISITOR DAYS													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET													000s	
2009													2009	
2010													2010	
2011													2011	
2012													2012	
2013													2013	
2014													2014	
2015													2015	
2016													2016	
2017													2017	
2018													2018	
2019													2019	
2020													2020	
Non-Serviced													583.0	582.3
All Visitor Types													2,794.7	2,842.0
Share of Total													20.9%	20.5%
Annual Change in Share													-1.8%	1.2%
Change in Share from 2009													-1.8%	-0.6%
Avg Ann. Change in Share													-1.8%	-0.3%



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													SFR	VISITOR DAYS					
VISITOR DAYS BY:	MONTH AND QUARTER													CALENDAR YEAR		QUARTER			
KEY	SFR													TOTAL	% Change				
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES															Annual Change	Q1	Q2	Q3
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	7.0%	7.0%	-41.4%	-100.0%	-100.0%	-100.0%	-89.3%	-89.3%	-100.0%	-100.0%	-100.0%	-100.0%	-74.8%						
% Change 2019 to 2020	0.5%	0.5%	-45.0%	-100.0%	-100.0%	-100.0%	-90.0%	-90.0%	-100.0%	-100.0%	-100.0%	-100.0%	-76.3%						
Average Annual Change	0.6%	0.6%	-3.8%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-9.1%	-9.1%	-9.1%	-9.1%	-6.8%						
2009 000s	45.2	15.2	17.3	41.2	26.5	20.4	33.2	35.1	18.1	18.1	14.1	40.7	325.0	77.7	88.2	86.3	72.9		
2010 000s	45.0	15.1	17.2	41.0	26.4	20.3	33.0	34.9	18.0	18.0	14.0	40.6	323.6	-0.5%	77.3	87.8	85.9	72.5	
2011 000s	45.1	15.1	17.2	41.1	26.4	20.4	33.0	35.0	18.0	18.0	14.0	40.6	323.9	0.1%	77.4	87.9	86.0	72.6	
2012 000s	46.7	15.7	17.8	42.6	27.4	21.1	34.2	36.2	18.7	18.7	14.5	42.1	335.7	3.6%	80.2	91.1	89.1	75.3	
2013 000s	46.9	15.7	17.9	42.7	27.5	21.2	34.4	36.4	18.7	18.7	14.6	42.2	337.0	0.4%	80.5	91.4	89.5	75.6	
2014 000s	47.1	15.8	18.0	43.0	27.6	21.3	34.5	36.6	18.8	18.8	14.7	42.4	338.6	0.5%	80.9	91.9	89.9	75.9	
2015 000s	47.2	15.9	18.0	43.1	27.7	21.3	34.6	36.7	18.9	18.9	14.7	42.6	339.5	0.3%	81.1	92.1	90.2	76.1	
2016 000s	47.3	15.9	18.1	43.1	27.7	21.4	34.7	36.7	18.9	18.9	14.7	42.6	340.0	0.2%	81.3	92.2	90.3	76.2	
2017 000s	47.5	16.0	18.1	43.3	27.9	21.5	34.8	36.9	19.0	19.0	14.8	42.8	341.4	0.4%	81.6	92.6	90.7	76.5	
2018 000s	47.9	16.1	18.3	43.6	28.1	21.6	35.1	37.2	19.1	19.1	14.9	43.1	344.1	0.8%	82.2	93.4	91.4	77.2	
2019 000s	48.1	16.2	18.4	43.9	28.2	21.8	35.3	37.4	19.2	19.2	15.0	43.4	346.2	0.6%	82.7	93.9	91.9	77.6	
2020 000s	48.4	16.3	10.1				3.5	3.8					82.0	-76.3%	74.7		7.3		

VISITOR DAYS													SFR				
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020					
SFR 000s	325.0	323.6	323.9	335.7	337.0	338.6	339.5	340.0	341.4	344.1	346.2	82.0					
All Visitor Types 000s	2,794.7	2,842.0	2,947.2	2,758.7	2,770.7	2,806.9	2,953.9	3,015.1	3,165.0	3,197.6	3,265.0	919.5					
Share of Total %	11.6%	11.4%	11.0%	12.2%	12.2%	12.1%	11.5%	11.3%	10.8%	10.8%	10.6%	8.9%					
Annual Change in Share %		-2.1%	-3.5%	10.7%	0.0%	-0.8%	-4.7%	-1.9%	-4.4%	-0.2%	-1.5%	-15.8%					
Change in Share from 2009 %		-2.1%	-5.5%	4.6%	4.6%	3.7%	-1.2%	-3.0%	-7.3%	-7.5%	-8.8%	-23.3%					
Avg Ann. Change in Share %		-2.1%	-2.7%	1.5%	1.1%	0.7%	-0.2%	-0.4%	-0.9%	-0.8%	-0.9%	-2.1%					



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Report Prepared by: Cathy James. Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													STAYING VISITOR		VISITOR DAYS			
VISITOR DAYS BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	STAYING VISITOR																	
An increase of 3% or more	VISITOR DAYS IN THOUSANDS / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020	32.2%	70.7%	5.9%	-100.0%	-100.0%	-100.0%	-66.2%	-30.7%	-12.9%	-65.3%	-87.0%	-86.5%	-53.8%	Annual Change	33.1%		-38.4%	-78.9%
% Change 2019 to 2020	-1.9%	4.3%	-30.3%	-100.0%	-100.0%	-100.0%	-67.6%	-31.1%	-27.8%	-76.0%	-90.3%	-90.4%	-62.5%		-10.2%		-42.2%	-85.0%
Average Annual Change	2.9%	6.4%	0.5%	-9.1%	-9.1%	-9.1%	-6.0%	-2.8%	-1.2%	-5.9%	-7.9%	-7.9%	-4.9%		3.0%		-3.5%	-7.2%
2009 000s	71.5	46.4	61.6	121.2	113.6	120.8	155.4	199.5	109.0	92.3	58.6	103.2	1,253.1		179.5	355.6	463.9	254.2
2010 000s	73.9	49.1	64.8	117.8	111.0	118.5	154.2	177.3	119.0	109.9	63.9	109.8	1,269.2	1.3%	187.8	347.4	450.4	283.6
2011 000s	77.2	58.0	73.6	143.3	123.6	128.0	157.7	172.6	111.3	102.6	61.8	91.5	1,301.1	2.5%	208.8	394.9	441.6	255.9
2012 000s	75.8	55.7	86.1	115.0	93.5	108.5	139.6	165.7	101.0	89.1	61.9	94.0	1,185.9	-8.9%	217.6	317.0	406.4	245.0
2013 000s	76.0	54.7	79.2	99.6	102.0	104.1	140.9	155.9	90.2	95.0	64.6	104.3	1,166.5	-1.6%	209.9	305.7	386.9	263.9
2014 000s	79.9	62.5	73.1	115.8	94.8	90.7	130.4	163.6	90.0	94.9	69.4	109.1	1,174.1	0.7%	215.5	301.3	384.0	273.3
2015 000s	83.1	63.8	73.5	119.7	100.3	102.6	144.6	174.9	95.5	115.4	69.7	115.0	1,258.3	7.2%	220.4	322.7	415.1	300.2
2016 000s	81.8	60.0	76.3	126.4	92.3	88.8	137.1	173.4	96.8	97.5	67.5	117.2	1,215.0	-3.4%	218.1	307.5	407.3	282.1
2017 000s	81.8	63.3	81.7	145.1	100.0	114.1	149.9	198.8	113.7	119.7	72.4	126.7	1,367.3	12.5%	226.8	359.3	462.4	318.9
2018 000s	87.9	71.3	91.4	148.7	124.3	136.9	163.9	207.1	117.5	130.6	83.7	127.9	1,490.9	9.0%	250.6	409.8	488.4	342.1
2019 000s	96.4	75.9	93.7	157.9	127.8	137.3	162.1	200.7	131.5	133.5	78.4	145.1	1,540.2	3.3%	266.0	423.0	494.3	356.9
2020 000s	94.5	79.1	65.3				52.5	138.3	95.0	32.0	7.6	14.0	578.4	-62.5%	239.0		285.8	53.6

VISITOR DAYS													STAYING VISITOR		
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	000s	Visitor Days by Year and Share of Total	
Staying Visitor	000s	1,253.1	1,269.2	1,301.1	1,185.9	1,166.5	1,174.1	1,258.3	1,215.0	1,367.3	1,490.9	1,540.2	578.4		
All Visitor Types	000s	2,794.7	2,842.0	2,947.2	2,758.7	2,770.7	2,806.9	2,953.9	3,015.1	3,165.0	3,197.6	3,265.0	919.5		
Share of Total	%	44.8%	44.7%	44.1%	43.0%	42.1%	41.8%	42.6%	40.3%	43.2%	46.6%	47.2%	62.9%		
Annual Change in Share	%		-0.4%	-1.1%	-2.6%	-2.1%	-0.6%	1.8%	-5.4%	7.2%	7.9%	1.2%	33.3%		
Change in Share from 2009	%		-0.4%	-1.5%	-4.1%	-6.1%	-6.7%	-5.0%	-10.1%	-3.7%	4.0%	5.2%	40.3%		
Avg Ann. Change in Share	%		-0.4%	-0.8%	-1.4%	-1.5%	-1.3%	-0.8%	-1.4%	-0.5%	0.4%	0.5%	3.7%		

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Report Prepared by: Cathy James, Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													DAY VISITOR	VISITOR DAYS					
VISITOR DAYS BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		DAY VISITOR																	
An increase of 3% or more		VISITOR DAYS IN MILLIONS / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change				
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		33.0%	-7.4%	-67.3%	-100.0%	-100.0%	-100.0%	-84.3%	-80.2%	-89.0%	-70.1%	-70.7%	-54.5%	-77.9%	Annual Change	-27.1%		-83.6%	-67.3%
% Change 2019 to 2020		0.0%	-16.8%	-43.0%	-100.0%	-100.0%	-100.0%	-86.9%	-80.3%	-91.5%	-75.7%	-82.5%	-76.0%	-80.2%		-19.5%		-85.5%	-78.0%
Average Annual Change		3.0%	-0.7%	-6.1%	-9.1%	-9.1%	-9.1%	-7.7%	-7.3%	-8.1%	-6.4%	-6.4%	-5.0%	-7.1%		-2.5%		-7.6%	-6.1%
2009	M	0.049	0.080	0.113	0.168	0.165	0.172	0.179	0.264	0.140	0.109	0.062	0.040	1.542		0.242	0.505	0.584	0.211
2010	M	0.042	0.074	0.098	0.163	0.172	0.195	0.189	0.260	0.161	0.122	0.059	0.038	1.573	2.0%	0.214	0.531	0.610	0.218
2011	M	0.049	0.082	0.102	0.171	0.163	0.177	0.189	0.285	0.153	0.144	0.074	0.056	1.646	4.7%	0.233	0.511	0.627	0.275
2012	M	0.059	0.073	0.119	0.132	0.156	0.176	0.206	0.249	0.157	0.121	0.075	0.051	1.573	-4.5%	0.251	0.465	0.611	0.246
2013	M	0.041	0.075	0.105	0.120	0.174	0.193	0.228	0.287	0.151	0.112	0.067	0.052	1.604	2.0%	0.221	0.487	0.665	0.231
2014	M	0.046	0.070	0.112	0.150	0.149	0.190	0.228	0.276	0.159	0.124	0.075	0.054	1.633	1.8%	0.228	0.489	0.663	0.253
2015	M	0.052	0.081	0.113	0.171	0.168	0.169	0.232	0.279	0.156	0.146	0.077	0.050	1.696	3.8%	0.247	0.508	0.668	0.273
2016	M	0.049	0.071	0.144	0.120	0.148	0.224	0.249	0.338	0.170	0.144	0.085	0.059	1.800	6.2%	0.264	0.491	0.757	0.288
2017	M	0.057	0.079	0.111	0.158	0.165	0.223	0.238	0.289	0.171	0.147	0.104	0.055	1.798	-0.1%	0.247	0.545	0.698	0.307
2018	M	0.055	0.078	0.080	0.126	0.178	0.210	0.221	0.259	0.179	0.136	0.111	0.073	1.707	-5.1%	0.213	0.515	0.659	0.320
2019	M	0.066	0.089	0.065	0.172	0.180	0.179	0.215	0.266	0.180	0.134	0.104	0.076	1.725	1.1%	0.219	0.530	0.662	0.314
2020	M	0.066	0.074	0.037				0.028	0.052	0.015	0.033	0.018	0.018	0.341	-80.2%	0.176		0.096	0.069

VISITOR DAYS													DAY VISITOR	
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Day Visitor	M	1.542	1.573	1.646	1.573	1.604	1.633	1.696	1.800	1.798	1.707	1.725	0.341	
All Visitor Types	000s	2,794.70	2,841.97	2,947.23	2,758.67	2,770.65	2,806.94	2,953.88	3,015.12	3,164.99	3,197.61	3,264.96	919.54	
Share of Total	%	55.2%	55.3%	55.9%	57.0%	57.9%	58.2%	57.4%	59.7%	56.8%	53.4%	52.8%	37.1%	
Annual Change in Share	%		0.3%	0.9%	2.1%	1.6%	0.5%	-1.3%	4.0%	-4.9%	-6.0%	-1.0%	-29.8%	
Change in Share from 2009	%		0.3%	1.3%	3.4%	5.0%	5.5%	4.1%	8.2%	3.0%	-3.2%	-4.2%	-32.7%	
Avg Ann. Change in Share	%		0.3%	0.6%	1.1%	1.2%	1.1%	0.7%	1.2%	0.4%	-0.4%	-0.4%	-3.0%	



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Direct and Total Employment by Month, Year and Visitor Type for the Period 2009 to 2020

Visitor Types: *Total*
Serviced Accommodation
Non-Serviced Accommodation
SFR
Staying Visitor
Day Visitor

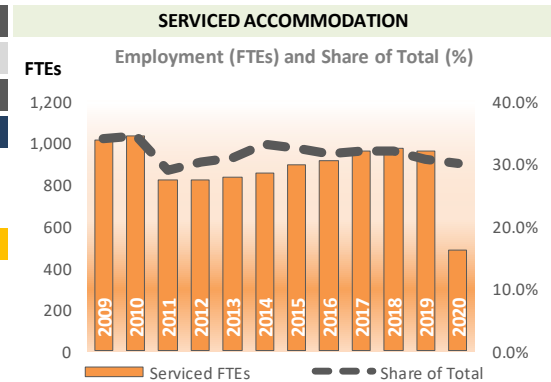
STEAM FINAL TREND REPORT FOR 2009-2020 MONMOUTHSHIRE COUNTY COUNCIL													2009 to 2020		TOTAL		TOTAL EMPLOYMENT			
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER					
KEY		TOTAL											TOTAL						% Change	
An increase of 3% or more		TOTAL EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change		Q1			Q2			Q3			Q4									
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020		10.8%	11.9%	-30.0%	-100.0%	-100.0%	-100.0%	-51.3%	-17.1%	-9.6%	-21.0%	-49.4%	-51.8%	-45.8%	Annual Change	-4.0%		-26.3%	-39.3%	
% Change 2019 to 2020		-2.5%	-3.0%	-30.8%	-100.0%	-100.0%	-100.0%	-50.4%	-11.3%	-14.5%	-30.4%	-55.7%	-60.1%	-48.3%		-12.4%		-24.9%	-47.7%	
Average Annual Change		1.0%	1.1%	-2.7%	-9.1%	-9.1%	-9.1%	-4.7%	-1.6%	-0.9%	-1.9%	-4.5%	-4.7%	-4.2%		-0.4%		-2.4%	-3.6%	
2009	FTEs	2,013	1,953	2,342	3,362	3,292	3,464	3,951	4,968	3,208	2,759	2,040	2,400	2,979		2,102	3,373	4,042	2,399	
2010	FTEs	1,999	1,954	2,300	3,286	3,290	3,541	3,978	4,643	3,429	3,064	2,109	2,494	3,007	0.9%	2,084	3,372	4,017	2,555	
2011	FTEs	1,917	1,938	2,257	3,408	3,160	3,316	3,779	4,452	3,041	2,840	1,979	2,154	2,853	-5.1%	2,037	3,295	3,758	2,324	
2012	FTEs	1,943	1,857	2,496	2,862	2,753	3,075	3,630	4,192	2,938	2,561	1,979	2,151	2,703	-5.3%	2,099	2,897	3,587	2,230	
2013	FTEs	1,860	1,862	2,348	2,605	2,953	3,114	3,773	4,268	2,777	2,589	1,976	2,303	2,702	0.0%	2,023	2,891	3,606	2,289	
2014	FTEs	1,844	1,847	2,187	2,793	2,584	2,751	3,392	4,029	2,655	2,507	1,984	2,250	2,569	-4.9%	1,959	2,710	3,359	2,247	
2015	FTEs	1,949	1,953	2,247	3,008	2,798	2,865	3,675	4,306	2,783	2,949	2,038	2,355	2,744	6.8%	2,050	2,890	3,588	2,447	
2016	FTEs	2,045	1,985	2,585	3,026	2,766	3,126	3,840	4,787	3,020	2,845	2,160	2,556	2,895	5.5%	2,205	2,973	3,882	2,521	
2017	FTEs	2,069	2,047	2,474	3,379	2,904	3,355	3,858	4,824	3,201	3,099	2,295	2,624	3,011	4.0%	2,197	3,213	3,961	2,672	
2018	FTEs	2,104	2,115	2,416	3,235	3,207	3,538	3,906	4,669	3,229	3,118	2,407	2,686	3,052	1.4%	2,212	3,327	3,934	2,737	
2019	FTEs	2,286	2,254	2,370	3,582	3,269	3,394	3,877	4,645	3,390	3,132	2,327	2,899	3,119	2.2%	2,303	3,415	3,971	2,786	
2020	FTEs	2,230	2,186	1,640	-	-	-	1,924	4,118	2,900	2,179	1,032	1,158	1,614	-48.3%	2,018		2,981	1,456	

EMPLOYMENT													TOTAL		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Employment (FTEs) and Share of Total (%)
Total	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614		
Total Employment	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614		
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%		
Annual Change in Share	%														
Change in Share from 2009	%														
Avg Ann. Change in Share	%														

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2009 to 2020		SERVICED		DIRECT EMPLOYMENT																			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																					
KEY													TOTAL						% Change																	
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																																				
An increase of 3% or more																																				
Less than 3% change																																				
A Fall of 3% or more																																				
Q1													Q2		Q3		Q4																			
JAN													FEB		MAR		APR		MAY		JUN		JUL		AUG		SEP		OCT		NOV		DEC			
% Change 2009 to 2020													-8.0%	-1.6%	-38.5%	-100.0%	-100.0%	-100.0%	-92.2%	3.7%	-18.1%	-32.0%	-67.2%	-63.1%	-52.2%	-16.7%			-34.0%	-54.0%						
% Change 2019 to 2020													-3.0%	-3.0%	-37.7%	-100.0%	-100.0%	-100.0%	-91.4%	8.2%	-3.3%	-31.9%	-62.6%	-64.5%	-49.4%	-15.3%			-26.9%	-52.7%						
Average Annual Change													-0.7%	-0.1%	-3.5%	-9.1%	-9.1%	-9.1%	-8.4%	0.3%	-1.6%	-2.9%	-6.1%	-5.7%	-4.7%	-1.5%			-3.1%	-4.9%						
2009	FTEs	841	871	935	1,012	1,021	1,085	1,052	1,181	1,062	1,041	991	1,072	1,014	882	1,039	1,098	1,035																		
2010	FTEs	849	895	937	1,025	1,009	1,072	1,074	1,128	1,060	1,108	1,058	1,179	1,033	894	1,035	1,087	1,115																		
2011	FTEs	707	764	788	859	813	875	884	930	780	885	739	839	822	-20.4%	753	849	864	821																	
2012	FTEs	678	718	849	863	793	861	856	969	794	902	708	850	820	-0.2%	748	839	873	820																	
2013	FTEs	694	740	846	815	825	884	894	970	784	893	755	930	836	1.9%	760	841	883	859																	
2014	FTEs	730	790	800	918	789	817	861	1,010	808	958	784	963	852	2.0%	774	841	893	902																	
2015	FTEs	736	808	845	941	808	860	905	1,069	849	1,104	800	988	893	4.7%	796	870	941	964																	
2016	FTEs	762	822	870	1,069	808	889	929	1,107	868	983	819	1,071	916	2.7%	818	922	968	958																	
2017	FTEs	774	835	908	1,062	827	906	941	1,229	932	1,087	896	1,125	960	4.8%	839	932	1,034	1,036																	
2018	FTEs	801	901	930	1,103	858	957	990	1,188	908	1,054	886	1,137	976	1.7%	878	973	1,029	1,026																	
2019	FTEs	798	884	923	1,115	848	915	946	1,131	900	1,039	868	1,114	957	-2.0%	868	959	992	1,007																	
2020	FTEs	774	857	575	-	-	-	82	1,224	870	708	325	395	484	-49.4%	735		725	476																	

EMPLOYMENT													SERVICED ACCOMMODATION																															
SHARE OF MARKET													FTEs		Employment (FTEs) and Share of Total (%)																													
2009													2010		2011		2012		2013		2014		2015		2016		2017		2018		2019		2020											
Serviced													FTEs	1,014	1,033	822	820	836	852	893	916	960	976	957	484																			
Total Employment													FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614																			
Share of Total													%	34.0%	34.3%	28.8%	30.3%	30.9%	33.2%	32.5%	31.7%	31.9%	32.0%	30.7%	30.0%																			
Annual Change in Share													%		1.0%	-16.2%	5.3%	2.0%	7.3%	-2.0%	-2.7%	0.8%	0.3%	-4.1%	-2.2%																			
Change in Share from 2009													%		1.0%	-15.4%	-10.8%	-9.1%	-2.5%	-4.4%	-7.0%	-6.3%	-6.0%	-9.9%	-11.8%																			
Avg Ann. Change in Share													%		1.0%	-7.7%	-3.6%	-2.3%	-0.5%	-0.7%	-1.0%	-0.8%	-0.7%	-1.0%	-1.1%																			



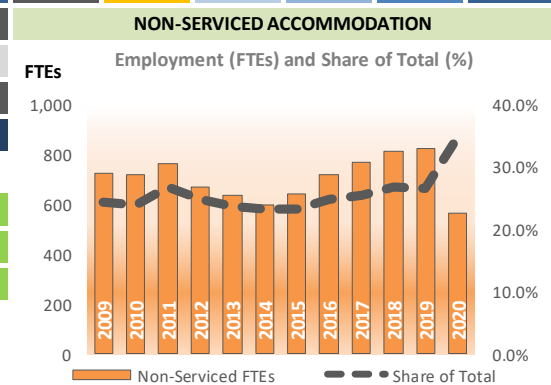
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Report Prepared by: Cathy James. Date of Issue: 10/06/21

STEAM FINAL TREND REPORT FOR 2009-2020
 MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													NON-SERVICED	DIRECT EMPLOYMENT					
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER				
KEY	NON-SERVICED ACCOMMODATION												TOTAL	% Change	Q1	Q2	Q3	Q4	
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																		
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4		
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC							
% Change 2009 to 2020	41.8%	49.2%	22.3%	-100.0%	-100.0%	-100.0%	-16.7%	3.8%	49.3%	0.3%	-7.5%	-21.9%	-22.2%	36.7%		8.0%	-8.3%		
% Change 2019 to 2020	-2.9%	4.7%	-13.2%	-100.0%	-100.0%	-100.0%	-11.8%	20.2%	26.4%	-20.3%	-35.4%	-42.8%	-31.7%	-4.4%		11.5%	-31.4%		
Average Annual Change	3.8%	4.5%	2.0%	-9.1%	-9.1%	-9.1%	-1.5%	0.3%	4.5%	0.0%	-0.7%	-2.0%	-2.0%	3.3%		0.7%	-0.8%		
2009	FTEs	375	398	481	779	840	908	1,127	1,390	818	685	407	464	723	418	842	1,112	519	
2010	FTEs	384	393	505	735	825	899	1,096	1,236	914	802	404	436	719	-0.5%	427	820	1,082	547
2011	FTEs	407	443	570	924	924	967	1,101	1,165	918	735	550	437	762	5.9%	473	938	1,062	574
2012	FTEs	410	460	609	652	664	796	957	1,055	805	586	576	435	667	-12.4%	493	704	939	532
2013	FTEs	397	432	556	553	706	739	934	965	716	645	552	447	637	-4.6%	462	666	871	548
2014	FTEs	383	429	527	565	649	651	821	924	658	550	543	432	594	-6.7%	446	622	801	508
2015	FTEs	411	435	505	598	701	733	932	1,017	683	629	546	473	639	7.5%	450	677	877	549
2016	FTEs	492	505	647	678	769	721	980	1,131	813	709	602	528	715	11.9%	548	723	975	613
2017	FTEs	480	515	652	822	807	892	1,026	1,214	880	780	567	539	764	7.0%	549	840	1,040	629
2018	FTEs	498	512	702	801	961	1,045	1,100	1,260	905	859	619	498	813	6.4%	571	935	1,089	659
2019	FTEs	548	568	678	811	949	1,015	1,064	1,201	967	862	583	633	823	1.2%	598	925	1,077	693
2020	FTEs	532	594	588	-	-	-	939	1,443	1,221	687	377	362	562	-31.7%	572		1,201	475

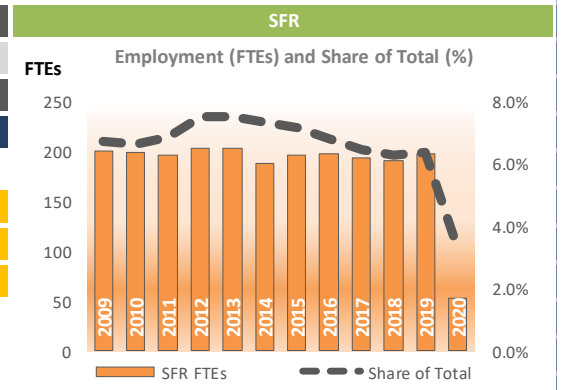
EMPLOYMENT													NON-SERVICED ACCOMMODATION	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	FTEs	Share of Total (%)
Non-Serviced	FTEs	723	719	762	667	637	594	639	715	764	813	823	562	
Total Employment	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	
Share of Total	%	24.3%	23.9%	26.7%	24.7%	23.6%	23.1%	23.3%	24.7%	25.4%	26.6%	26.4%	34.8%	
Annual Change in Share	%		-1.4%	11.6%	-7.6%	-4.5%	-1.8%	0.6%	6.1%	2.9%	4.9%	-0.9%	31.9%	
Change in Share from 2009	%		-1.4%	10.1%	1.7%	-2.9%	-4.6%	-4.1%	1.8%	4.7%	9.8%	8.8%	43.6%	
Avg Ann. Change in Share	%		-1.4%	5.0%	0.6%	-0.7%	-0.9%	-0.7%	0.3%	0.6%	1.1%	0.9%	4.0%	



STEAM FINAL TREND REPORT FOR 2009-2020
 MONMOUTHSHIRE COUNTY COUNCIL

EMPLOYMENT BY:													2009 to 2020		SFR		DIRECT EMPLOYMENT					
MONTH AND QUARTER													CALENDAR YEAR		QUARTER							
KEY													TOTAL						% Change			
DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES													Annual Change		Q1		Q2		Q3		Q4	
An increase of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Less than 3% change													Annual Change		Q1		Q2		Q3		Q4	
A Fall of 3% or more													Annual Change		Q1		Q2		Q3		Q4	
Q1													Annual Change		Q1		Q2		Q3		Q4	
Q2													Annual Change		Q1		Q2		Q3		Q4	
Q3													Annual Change		Q1		Q2		Q3		Q4	
Q4													Annual Change		Q1		Q2		Q3		Q4	
JAN													Annual Change		Q1		Q2		Q3		Q4	
FEB													Annual Change		Q1		Q2		Q3		Q4	
MAR													Annual Change		Q1		Q2		Q3		Q4	
APR													Annual Change		Q1		Q2		Q3		Q4	
MAY													Annual Change		Q1		Q2		Q3		Q4	
JUN													Annual Change		Q1		Q2		Q3		Q4	
JUL													Annual Change		Q1		Q2		Q3		Q4	
AUG													Annual Change		Q1		Q2		Q3		Q4	
SEP													Annual Change		Q1		Q2		Q3		Q4	
OCT													Annual Change		Q1		Q2		Q3		Q4	
NOV													Annual Change		Q1		Q2		Q3		Q4	
DEC													Annual Change		Q1		Q2		Q3		Q4	
2009 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2010 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2011 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2012 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2013 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2014 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2015 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2016 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2017 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2018 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2019 FTEs													Annual Change		Q1		Q2		Q3		Q4	
2020 FTEs													Annual Change		Q1		Q2		Q3		Q4	

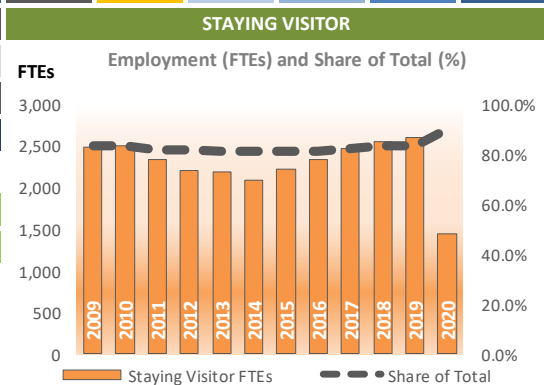
EMPLOYMENT													SFR		
SHARE OF MARKET													SFR		
2009													SFR		
2010													SFR		
2011													SFR		
2012													SFR		
2013													SFR		
2014													SFR		
2015													SFR		
2016													SFR		
2017													SFR		
2018													SFR		
2019													SFR		
2020													SFR		
SFR	FTEs	200	199	195	202	203	188	196	197	193	191	198	52		
Total Employment	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614		
Share of Total	%	6.7%	6.6%	6.8%	7.5%	7.5%	7.3%	7.1%	6.8%	6.4%	6.3%	6.3%	3.2%		
Annual Change in Share	%		-1.4%	3.3%	9.4%	0.4%	-2.6%	-2.6%	-4.5%	-5.7%	-2.6%	1.3%	-49.0%		
Change in Share from 2009	%		-1.4%	1.9%	11.5%	11.9%	9.1%	6.3%	1.5%	-4.3%	-6.8%	-5.6%	-51.9%		
Avg Ann. Change in Share	%		-1.4%	0.9%	3.8%	3.0%	1.8%	1.0%	0.2%	-0.5%	-0.8%	-0.6%	-4.7%		



STEAM FINAL TREND REPORT FOR 2009-2020
 MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													STAYING VISITOR		DIRECT EMPLOYMENT				
EMPLOYMENT BY:		MONTH AND QUARTER											CALENDAR YEAR		QUARTER				
KEY		STAYING VISITOR											TOTAL						% Change
An increase of 3% or more		DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4								
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		6.2%	13.3%	-20.1%	-100.0%	-100.0%	-100.0%	-55.5%	-4.3%	3.9%	-25.0%	-53.3%	-58.7%	-43.3%	Annual Change	-0.7%		-19.1%	-45.1%
% Change 2019 to 2020		-1.8%	0.2%	-28.5%	-100.0%	-100.0%	-100.0%	-52.1%	4.7%	4.7%	-31.4%	-54.8%	-62.9%	-44.5%		-10.5%		-14.0%	-49.3%
Average Annual Change		0.6%	1.2%	-1.8%	-9.1%	-9.1%	-9.1%	-5.0%	-0.4%	0.4%	-2.3%	-4.8%	-5.3%	-3.9%		-0.1%		-1.7%	-4.1%
2009	FTEs	1,550	1,381	1,544	2,095	2,056	2,144	2,424	2,830	2,014	1,859	1,502	1,837	1,936		1,492	2,098	2,423	1,732
2010	FTEs	1,565	1,399	1,569	2,062	2,029	2,122	2,413	2,622	2,107	2,043	1,565	1,914	1,951	0.8%	1,511	2,071	2,381	1,841
2011	FTEs	1,439	1,316	1,482	2,080	1,928	1,989	2,224	2,348	1,828	1,750	1,391	1,570	1,779	-8.8%	1,412	1,999	2,133	1,570
2012	FTEs	1,425	1,291	1,588	1,822	1,655	1,810	2,061	2,287	1,734	1,623	1,389	1,589	1,689	-5.0%	1,435	1,762	2,027	1,534
2013	FTEs	1,430	1,286	1,532	1,677	1,730	1,776	2,076	2,198	1,635	1,673	1,412	1,683	1,676	-0.8%	1,416	1,728	1,970	1,589
2014	FTEs	1,426	1,325	1,448	1,769	1,622	1,610	1,912	2,178	1,591	1,633	1,424	1,678	1,635	-2.4%	1,400	1,667	1,894	1,578
2015	FTEs	1,473	1,353	1,475	1,837	1,700	1,740	2,077	2,339	1,663	1,863	1,447	1,756	1,727	5.6%	1,434	1,759	2,026	1,689
2016	FTEs	1,583	1,437	1,643	2,047	1,770	1,759	2,151	2,493	1,812	1,824	1,524	1,897	1,828	5.9%	1,554	1,859	2,152	1,748
2017	FTEs	1,577	1,458	1,683	2,178	1,824	1,944	2,203	2,694	1,941	1,997	1,563	1,955	1,918	4.9%	1,573	1,982	2,279	1,838
2018	FTEs	1,618	1,520	1,754	2,195	2,005	2,146	2,324	2,696	1,941	2,040	1,604	1,922	1,981	3.3%	1,631	2,115	2,320	1,856
2019	FTEs	1,675	1,562	1,727	2,227	1,990	2,079	2,252	2,588	1,998	2,032	1,553	2,044	1,977	-0.2%	1,655	2,099	2,280	1,877
2020	FTEs	1,646	1,566	1,234	-	-	-	1,079	2,708	2,091	1,395	701	758	1,098	-44.5%	1,482		1,960	951

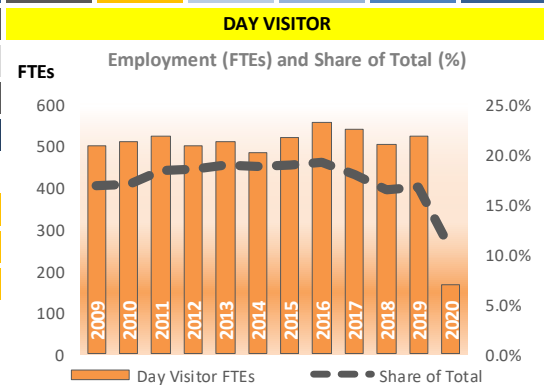
EMPLOYMENT													STAYING VISITOR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Staying Visitor	FTEs	2,479	2,497	2,331	2,204	2,193	2,087	2,224	2,340	2,470	2,549	2,597	1,447		
Total Employment	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614		
Share of Total	%	83.2%	83.0%	81.7%	81.5%	81.1%	81.2%	81.1%	80.8%	82.1%	83.5%	83.3%	89.6%		
Annual Change in Share	%		-0.2%	-1.6%	-0.2%	-0.5%	0.1%	-0.2%	-0.3%	1.5%	1.8%	-0.3%	7.6%		
Change in Share from 2009	%		-0.2%	-1.8%	-2.0%	-2.5%	-2.4%	-2.6%	-2.9%	-1.4%	0.4%	0.1%	7.7%		
Avg Ann. Change in Share	%		-0.2%	-0.9%	-0.7%	-0.6%	-0.5%	-0.4%	-0.4%	-0.2%	0.0%	0.0%	0.7%		



STEAM FINAL TREND REPORT FOR 2009-2020
 MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020													DAY VISITOR		DIRECT EMPLOYMENT			
EMPLOYMENT BY:	MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY	DAY VISITOR												TOTAL	% Change	Q1	Q2	Q3	Q4
An increase of 3% or more	DIRECT EMPLOYMENT IN FULL TIME EQUIVALENTS (FTEs) / PERCENTAGE CHANGES																	
Less than 3% change	Q1			Q2			Q3			Q4			Annual Change	Q1	Q2	Q3	Q4	
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC						
% Change 2009 to 2020	27.2%	-11.4%	-68.7%	-100.0%	-100.0%	-100.0%	-65.3%	-70.3%	-83.6%	-20.6%	-22.1%	20.8%	-66.6%	-30.3%		-72.0%	-13.2%	
% Change 2019 to 2020	2.6%	-14.7%	-41.6%	-100.0%	-100.0%	-100.0%	-69.1%	-68.4%	-86.3%	-30.7%	-50.2%	-31.7%	-68.0%	-17.5%		-73.5%	-37.4%	
Average Annual Change	2.5%	-1.0%	-6.2%	-9.1%	-9.1%	-9.1%	-5.9%	-6.4%	-7.6%	-1.9%	-2.0%	1.9%	-6.1%	-2.8%		-6.5%	-1.2%	
2009	FTEs	192	309	439	654	641	670	698	1,027	546	424	242	156	500	314	655	757	274
2010	FTEs	163	288	383	634	671	760	735	1,012	626	474	228	146	510	278	689	791	283
2011	FTEs	188	312	390	653	621	673	721	1,087	582	549	283	215	523	297	649	796	349
2012	FTEs	226	278	452	503	595	672	783	948	597	460	285	193	499	319	590	776	313
2013	FTEs	157	287	400	457	662	735	867	1,093	575	428	254	199	509	281	618	845	294
2014	FTEs	162	248	398	531	529	672	809	979	562	438	267	190	482	270	578	783	298
2015	FTEs	193	299	416	628	617	622	853	1,026	575	536	283	184	519	303	622	818	334
2016	FTEs	182	264	531	444	547	828	922	1,253	628	531	316	217	555	326	606	934	355
2017	FTEs	206	286	400	569	594	804	860	1,043	617	532	376	199	540	297	656	840	369
2018	FTEs	194	277	282	447	630	744	782	917	633	482	392	259	503	251	607	777	378
2019	FTEs	239	321	235	623	652	649	782	965	655	486	378	277	522	265	641	801	380
2020	FTEs	245	274	137	-	-	-	242	305	90	337	188	189	167	219		212	238

EMPLOYMENT													DAY VISITOR	
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
Day Visitor	FTEs	500	510	523	499	509	482	519	555	540	503	522	167	
Total Employment	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614	
Share of Total	%	16.8%	17.0%	18.3%	18.5%	18.9%	18.8%	18.9%	19.2%	17.9%	16.5%	16.7%	10.4%	
Annual Change in Share	%		1.1%	8.0%	0.8%	2.1%	-0.4%	0.8%	1.3%	-6.4%	-8.2%	1.5%	-38.1%	
Change in Share from 2009	%		1.1%	9.2%	10.1%	12.4%	11.9%	12.8%	14.3%	7.0%	-1.8%	-0.3%	-38.3%	
Avg Ann. Change in Share	%		1.1%	4.6%	3.4%	3.1%	2.4%	2.1%	2.0%	0.9%	-0.2%	0.0%	-3.5%	



**STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL**

2020

STAYING VISITORS

**ACCOMMODATION SUPPLY
DISTRIBUTION BY TYPE**

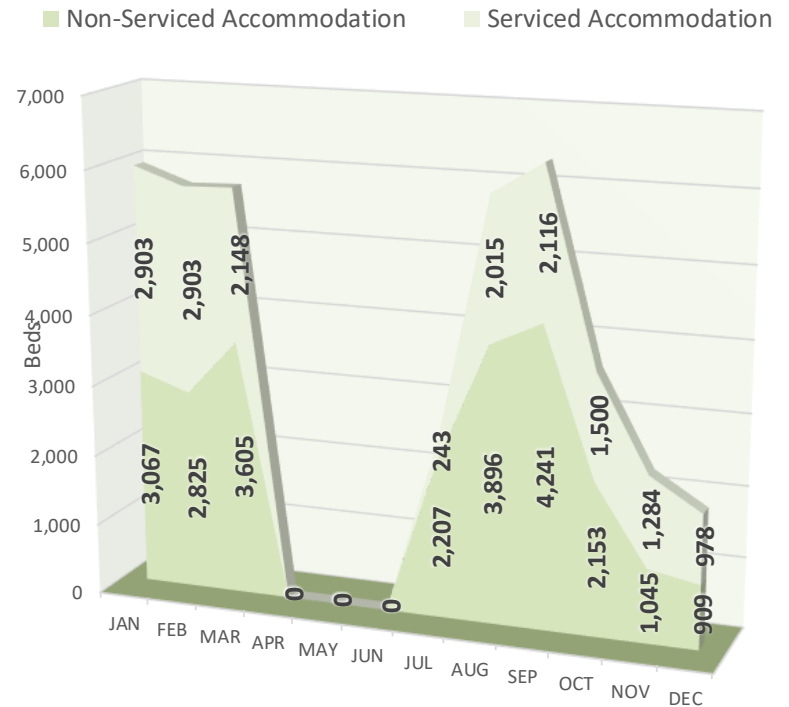
SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Serviced Accommodation Total	127	2,903	-4	-60	-72	+14
+50 room hotels	4	889	0	0	+3	+577
11-50 room hotels	25	1,243	-1	-40	-6	-157
<10 room hotels/others	98	771	-3	-20	-69	-406

NON-SERVICED ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
Non-Serviced Accommodation Total	276	4,397	+6	-849	+78	-516
Self catering	206	1,357	-5	-152	+47	-226
Static caravans/chalets	29	282	-0	+10	+28	+238
Touring caravans/camping	42	1,834	+12	-497	+4	-1,316
Not-for-hire statics	0	0	0	0	0	-136
Airbnb	0	924	0	-210		

DISTRIBUTION BY TYPE OF ACCOMMODATION 2020	2020		Change on 2019		Change on 2009	
	Est.	Beds	Est.	Beds	Est.	Beds
All Paid Accommodation Total	403	7,300	+2	-909	+6	-502
Serviced Accommodation Share of Total	32%	40%				
Non-Serviced Accommodation Share of Total	68%	60%				

SEASONAL AVAILABILITY OF BED SUPPLY 2020	2020											
	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
All Paid Accommodation Total	5,970	5,728	5,754	0	0	0	2,450	5,912	6,357	3,653	2,329	1,886
Serviced Accommodation	2,903	2,903	2,148	0	0	0	243	2,015	2,116	1,500	1,284	978
Non-Serviced Accommodation	3,067	2,825	3,605	0	0	0	2,207	3,896	4,241	2,153	1,045	909

**SEASONAL AVAILABILITY OF BED SUPPLY
2020**



Report Sections With Historic Financial Data Indexed to 2020 Prices

Sections:	<i>Comparative Headlines</i>	Visitor Types:	<i>Total</i>
	<i>Key Measures</i>		<i>Serviced Accommodation</i>
	<i>Economic Impact</i>		<i>Non-Serviced Accommodation</i>
	<i>Sectoral Analysis</i>		<i>SFR</i>
			<i>Staying Visitor</i>
			<i>Day Visitor</i>

Indexation: *Indexation to: 2020*

2009	<i>1.38</i>
2010	<i>1.33</i>
2011	<i>1.27</i>
2012	<i>1.22</i>
2013	<i>1.18</i>
2014	<i>1.15</i>
2015	<i>1.14</i>
2016	<i>1.12</i>
2017	<i>1.09</i>
2018	<i>1.05</i>
2019	<i>1.03</i>
2020	<i>1.00</i>

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

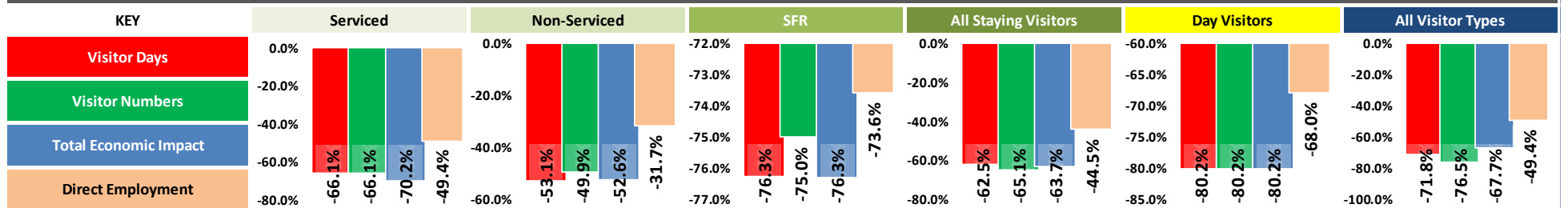
Comparing 2020 and 2019
2019 in 2020 prices (1.027)

COMPARATIVE HEADLINES

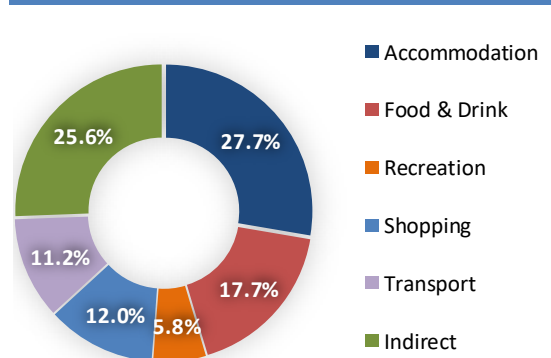
KEY PERFORMANCE INDICATORS BY TYPE OF VISITOR - COMPARING 2020 & 2019 - INDEXED TO 2020

KEY	Staying in Paid Accommodation												Staying with Friends and Relatives (SFR)			All Staying Visitors			Day Visitors			All Visitor Types		
	Serviced						Non-Serviced																	
	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %	2020	2019	+/- %			
Visitor Days 000s	165.51	488.93	-66.1%	330.79	705.16	-53.1%	82.05	346.15	-76.3%	578.35	1,540.24	-62.5%	341.19	1,724.72	-80.2%	919.54	3,264.96	-71.8%						
Visitor Numbers 000s	101.87	300.12	-66.1%	56.99	113.79	-49.9%	36.31	145.40	-75.0%	195.17	559.31	-65.1%	341.19	1,724.72	-80.2%	536.36	2,284.02	-76.5%						
Direct Expenditure £M																60.39	189.18	-68.1%						
Economic Impact £M	26.48	88.98	-70.2%	37.14	78.41	-52.6%	5.446	23.00	-76.3%	69.07	190.39	-63.7%	12.09	61.18	-80.2%	81.16	251.57	-67.7%						
Direct Employment FTEs	484	957	-49.4%	562	823	-31.7%	52	198	-73.6%	1,098	1,977	-44.5%	167	522	-68.0%	1,265	2,499	-49.4%						
Total Employment FTEs																1,614	3,119	-48.3%						

PERCENTAGE CHANGE BY VISITOR TYPE AND PERFORMANCE MEASURE - COMPARING 2020 & 2019 - INDEXED TO 2020



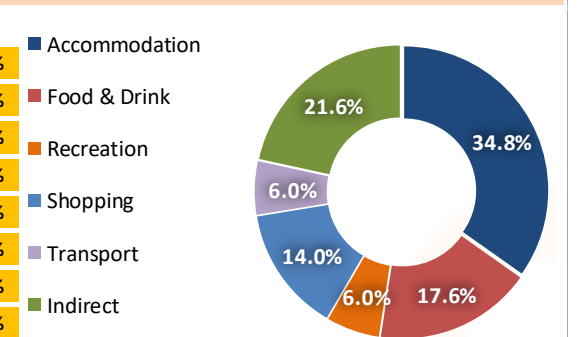
Sectoral Distribution of Economic Impact - £M including VAT Indexed to 2020



Sectors	2020	2019	+/- %
Accommodation	22.47	62.85	-64.2%
Food & Drink	14.37	46.26	-68.9%
Recreation	4.716	15.09	-68.7%
Shopping	9.716	33.80	-71.3%
Transport	9.123	31.18	-70.7%
TOTAL DIRECT	60.39	189.18	-68.1%
Indirect	20.77	62.39	-66.7%
TOTAL	81.16	251.57	-67.7%

Sectoral Distribution of Employment - FTEs

Sectors	2020	2019	+/- %
Accommodation	562	1,035	-45.7%
Food & Drink	285	687	-58.6%
Recreation	96	217	-55.6%
Shopping	227	386	-41.3%
Transport	96	175	-44.9%
TOTAL DIRECT	1,265	2,499	-49.4%
Indirect	348	620	-43.8%
TOTAL	1,614	3,119	-48.3%



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

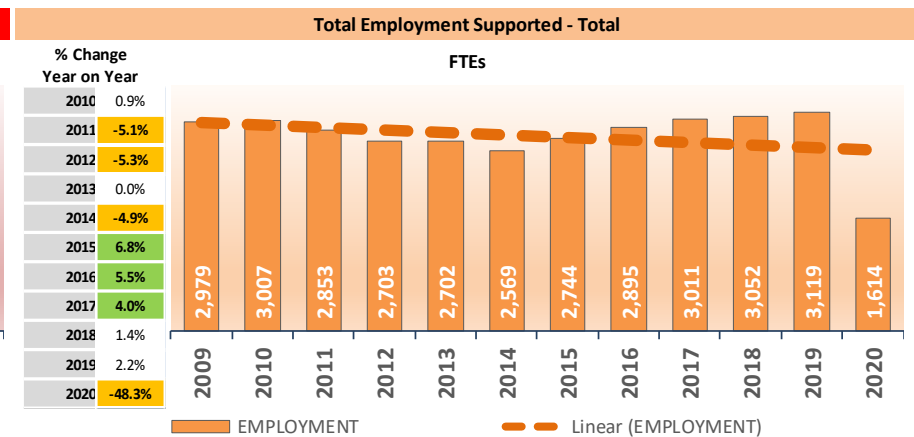
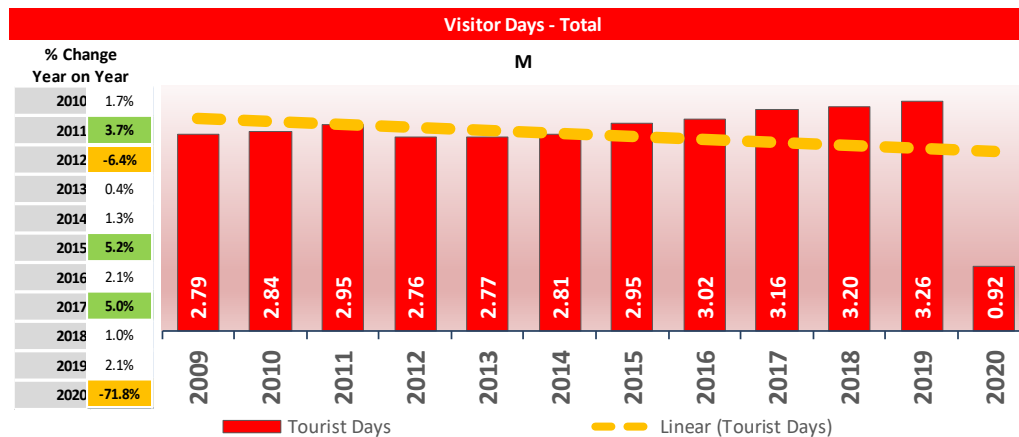
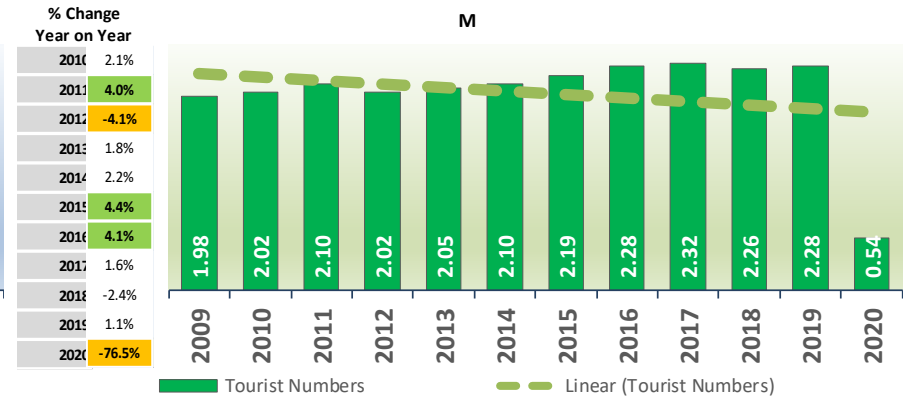
2009 to 2020
2020 Prices

TOTAL

KEY MEASURES
Indexed

Economic Impact - Indexed - Total

Visitor Numbers - Total



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		1.3%	5.1%	-2.2%	-1.1%	0.9%	7.6%	8.2%	17.0%	24.2%	27.5%	-58.9%
Visitor Numbers		2.1%	6.1%	1.7%	3.6%	5.9%	10.6%	15.1%	16.9%	14.1%	15.3%	-72.9%
Visitor Days		1.7%	5.5%	-1.3%	-0.9%	0.4%	5.7%	7.9%	13.2%	14.4%	16.8%	-67.1%
Total Employment		0.9%	-4.2%	-9.3%	-9.3%	-13.8%	-7.9%	-2.8%	1.1%	2.5%	4.7%	-45.8%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

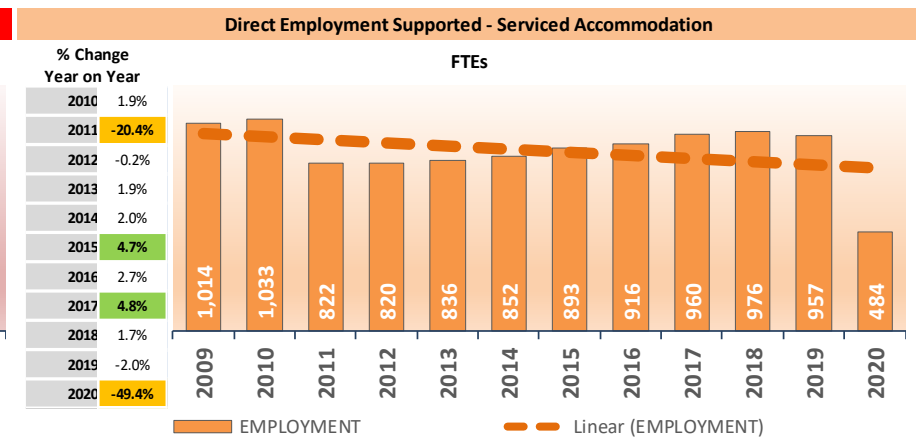
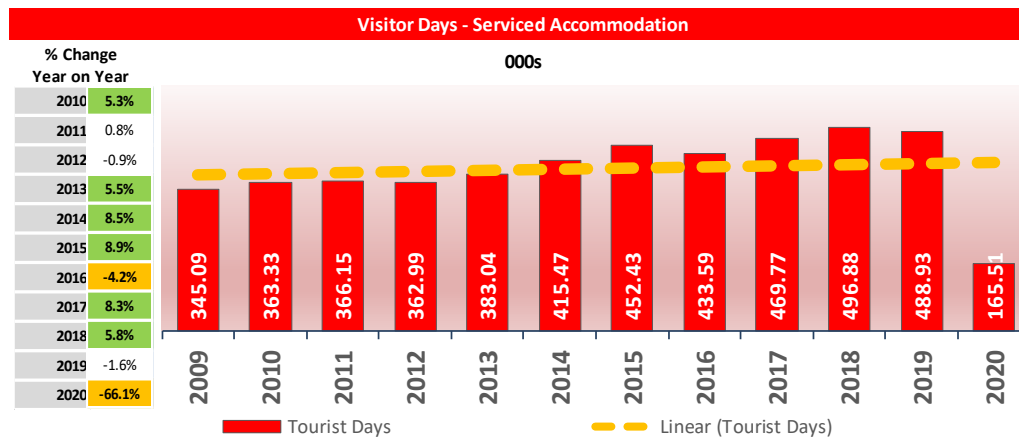
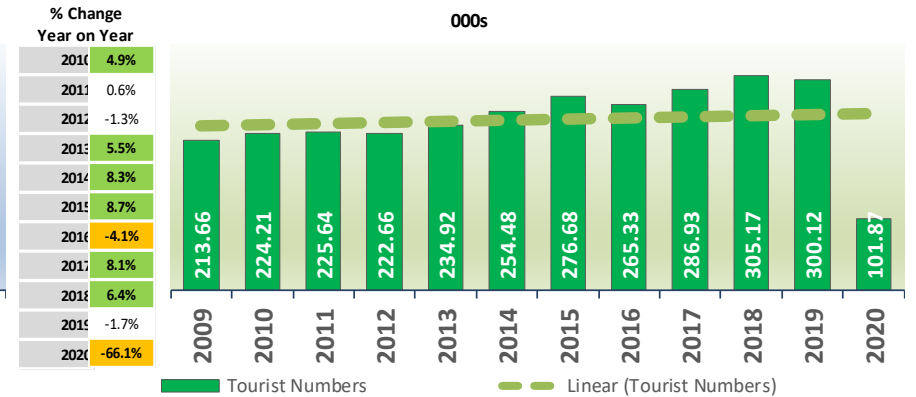
2009 to 2020
2020 Prices

SERVICED
ACCOMMODATION

KEY MEASURES
Indexed

Economic Impact - Indexed - Serviced Accommodation

Visitor Numbers - Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		4.8%	10.6%	7.6%	15.8%	24.8%	35.6%	31.0%	42.5%	50.3%	47.6%	-56.1%
Visitor Numbers		4.9%	5.6%	4.2%	9.9%	19.1%	29.5%	24.2%	34.3%	42.8%	40.5%	-52.3%
Visitor Days		5.3%	6.1%	5.2%	11.0%	20.4%	31.1%	25.6%	36.1%	44.0%	41.7%	-52.0%
Direct Employment		1.9%	-18.9%	-19.1%	-17.5%	-15.9%	-11.9%	-9.6%	-5.3%	-3.7%	-5.6%	-52.2%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020
 2020 Prices

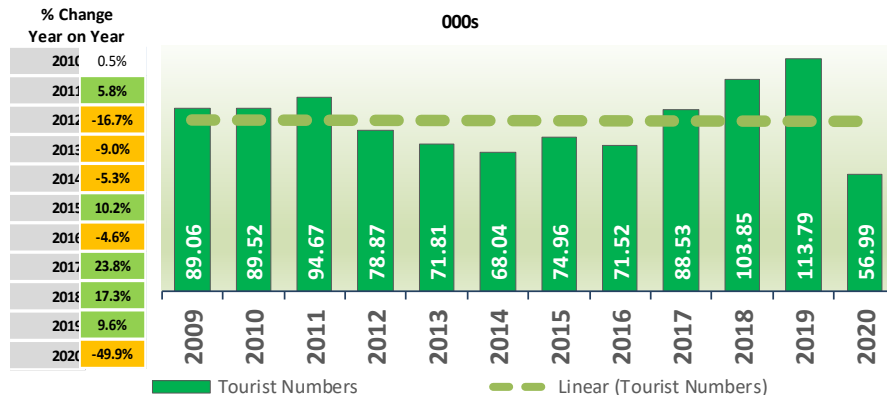
NON-SERVICED
 ACCOMMODATION

KEY MEASURES
 Indexed

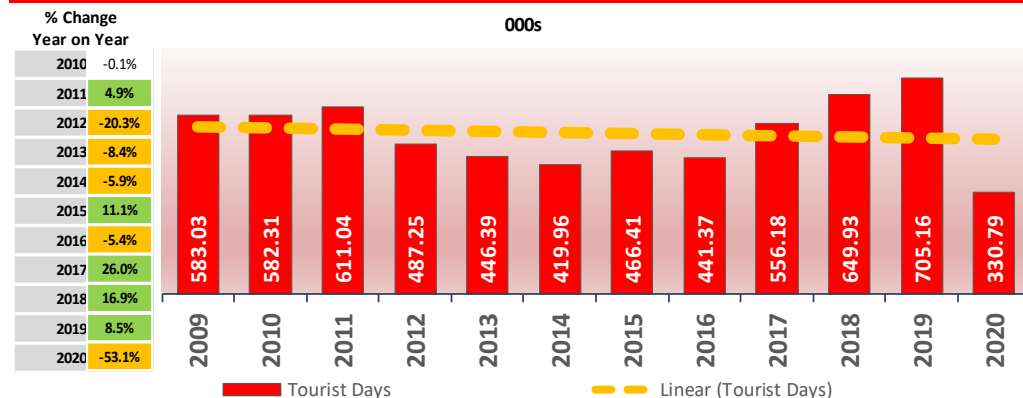
Economic Impact - Indexed - Non-Serviced Accommodation



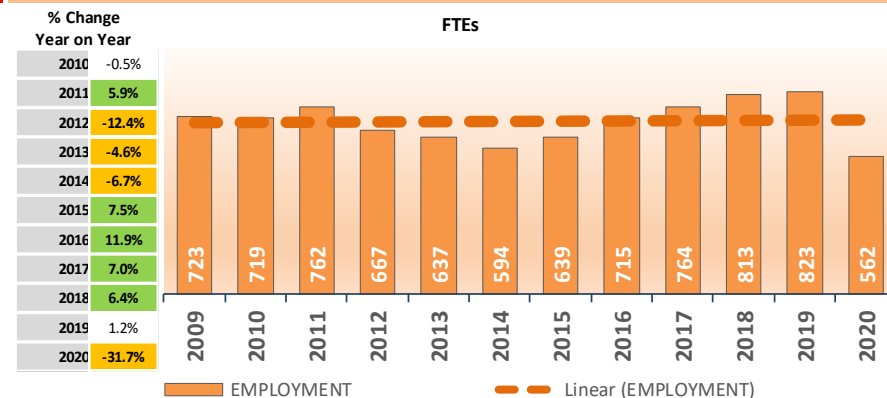
Visitor Numbers - Non-Serviced Accommodation



Visitor Days - Non-Serviced Accommodation



Direct Employment Supported - Non-Serviced Accommodation



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	-2.3%	0.2%	-17.6%	-24.2%	-28.4%	-21.1%	-20.9%	-3.6%	17.0%	29.0%	-38.9%	
Visitor Numbers	0.5%	6.3%	-11.4%	-19.4%	-23.6%	-15.8%	-19.7%	-0.6%	16.6%	27.8%	-36.0%	
Visitor Days	-0.1%	4.8%	-16.4%	-23.4%	-28.0%	-20.0%	-24.3%	-4.6%	11.5%	20.9%	-43.3%	
Direct Employment	-0.5%	5.4%	-7.7%	-11.9%	-17.8%	-11.6%	-1.1%	5.8%	12.6%	13.9%	-22.2%	

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

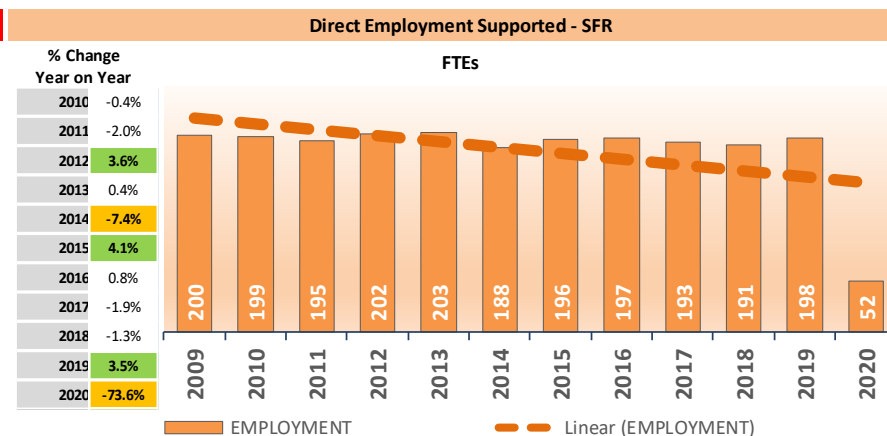
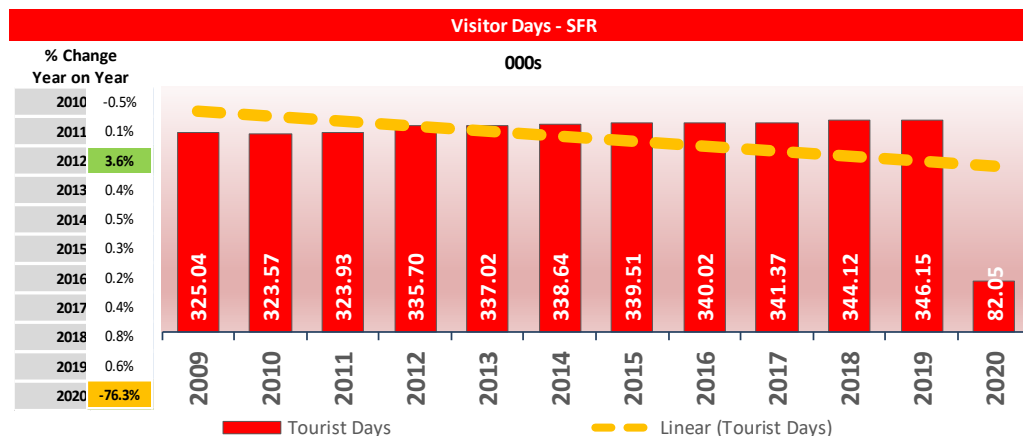
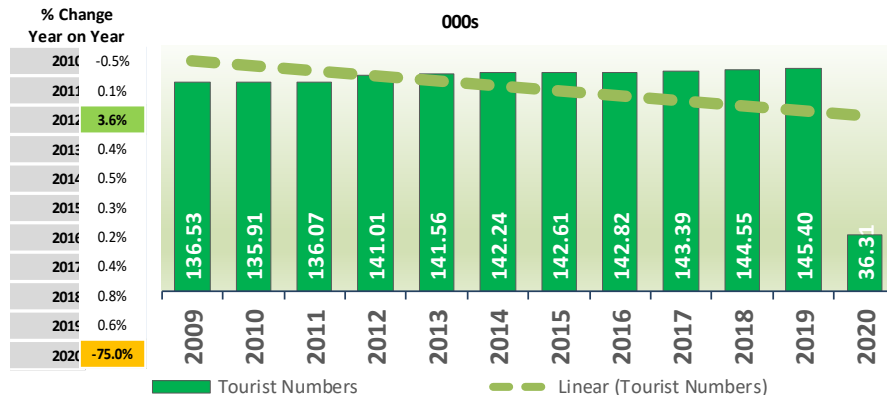
2009 to 2020
2020 Prices

SFR

KEY MEASURES
Indexed

Economic Impact - Indexed - SFR

Visitor Numbers - SFR



% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		-0.4%	-0.3%	3.3%	3.7%	4.2%	4.4%	4.7%	5.0%	5.8%	6.5%	-74.8%
Visitor Numbers		-0.5%	-0.3%	3.3%	3.7%	4.2%	4.5%	4.6%	5.0%	5.9%	6.5%	-73.4%
Visitor Days		-0.5%	-0.3%	3.3%	3.7%	4.2%	4.5%	4.6%	5.0%	5.9%	6.5%	-74.8%
Direct Employment		-0.4%	-2.4%	1.1%	1.5%	-5.9%	-2.1%	-1.4%	-3.3%	-4.5%	-1.2%	-73.9%

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

2009 to 2020
2020 Prices

STAYING VISITOR

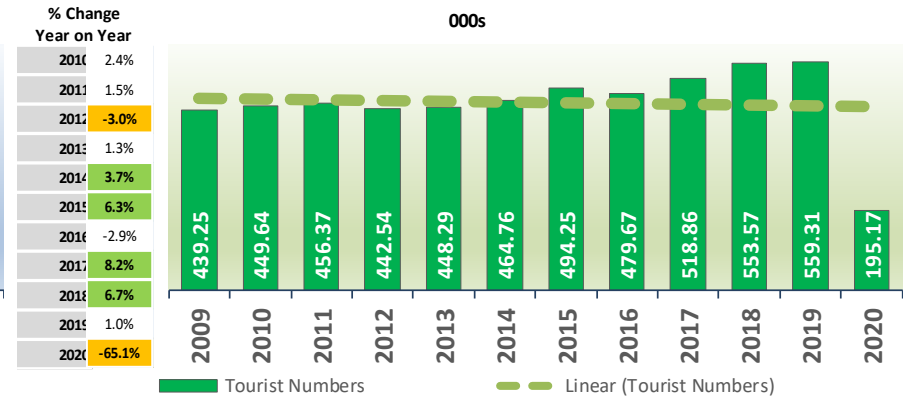
KEY MEASURES
Indexed

Economic Impact - Indexed - Staying Visitor



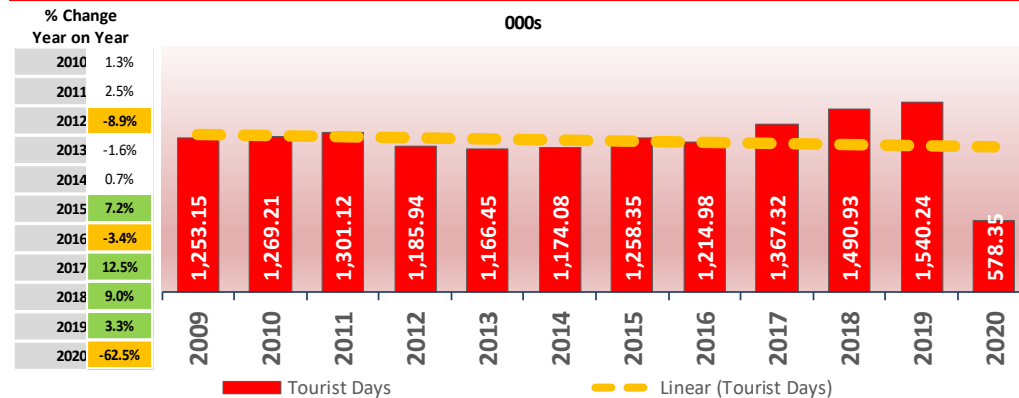
Year	% Change Year on Year
2010	1.0%
2011	3.5%
2012	-7.9%
2013	0.7%
2014	2.2%
2015	7.8%
2016	-1.7%
2017	11.7%
2018	10.4%
2019	3.2%
2020	-63.7%

Visitor Numbers - Staying Visitor



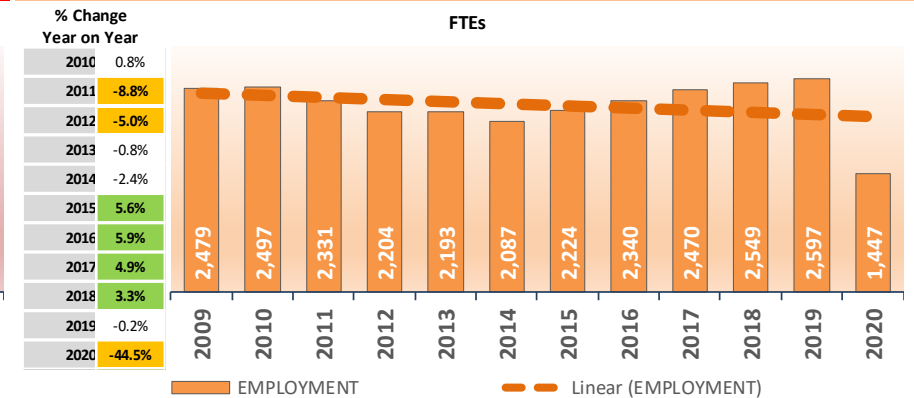
Year	% Change Year on Year
2010	2.4%
2011	1.5%
2012	-3.0%
2013	1.3%
2014	3.7%
2015	6.3%
2016	-2.9%
2017	8.2%
2018	6.7%
2019	1.0%
2020	-65.1%

Visitor Days - Staying Visitor



Year	% Change Year on Year
2010	1.3%
2011	2.5%
2012	-8.9%
2013	-1.6%
2014	0.7%
2015	7.2%
2016	-3.4%
2017	12.5%
2018	9.0%
2019	3.3%
2020	-62.5%

Direct Employment Supported - Staying Visitor



Year	% Change Year on Year
2010	0.8%
2011	-8.8%
2012	-5.0%
2013	-0.8%
2014	-2.4%
2015	5.6%
2016	5.9%
2017	4.9%
2018	3.3%
2019	-0.2%
2020	-44.5%

% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed	1.0%	4.5%	-3.8%	-3.1%	-1.0%	6.7%	4.9%	17.2%	29.4%	33.5%	-51.6%	
Visitor Numbers	2.4%	3.9%	0.7%	2.1%	5.8%	12.5%	9.2%	18.1%	26.0%	27.3%	-55.6%	
Visitor Days	1.3%	3.8%	-5.4%	-6.9%	-6.3%	0.4%	-3.0%	9.1%	19.0%	22.9%	-53.8%	
Direct Employment	0.7%	-6.0%	-11.1%	-11.6%	-15.8%	-10.3%	-5.6%	-0.4%	2.8%	4.7%	-41.6%	

"Linear" = Linear Trendline

STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

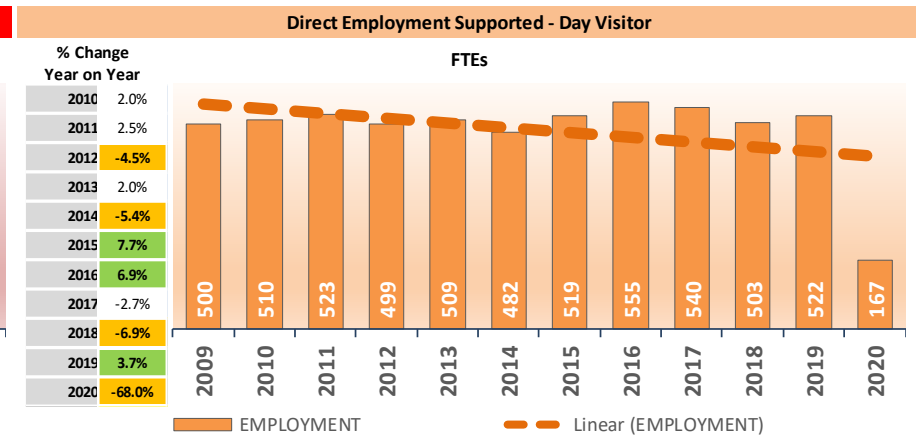
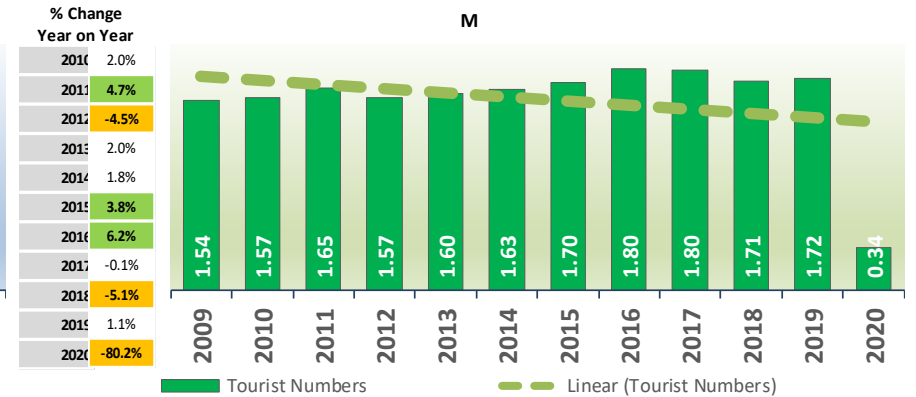
2009 to 2020
2020 Prices

DAY VISITOR

KEY MEASURES
Indexed

Economic Impact - Indexed - Day Visitor

Visitor Numbers - Day Visitor

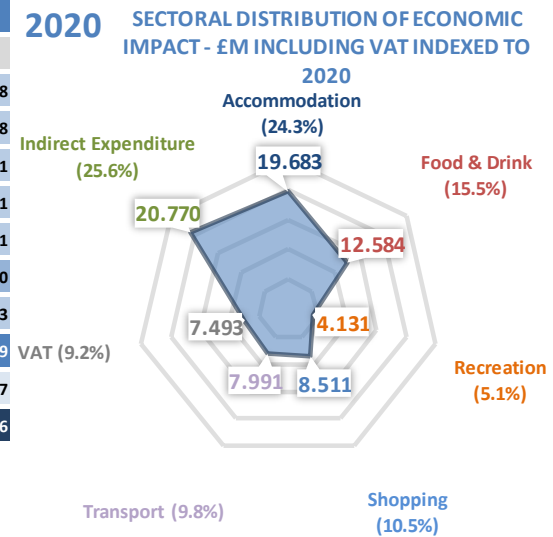


% Change from 2009	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Economic Impact - Indexed		2.0%	6.8%	2.0%	4.0%	5.9%	10.0%	16.8%	16.6%	10.7%	11.9%	-77.9%
Visitor Numbers		2.0%	6.8%	2.0%	4.1%	5.9%	10.0%	16.8%	16.6%	10.7%	11.9%	-77.9%
Visitor Days		2.0%	6.8%	2.0%	4.1%	5.9%	10.0%	16.8%	16.6%	10.7%	11.9%	-77.9%
Direct Employment		2.0%	4.6%	-0.1%	1.9%	-3.6%	3.9%	11.0%	8.1%	0.6%	4.4%	-66.6%

"Linear" = Linear Trendline

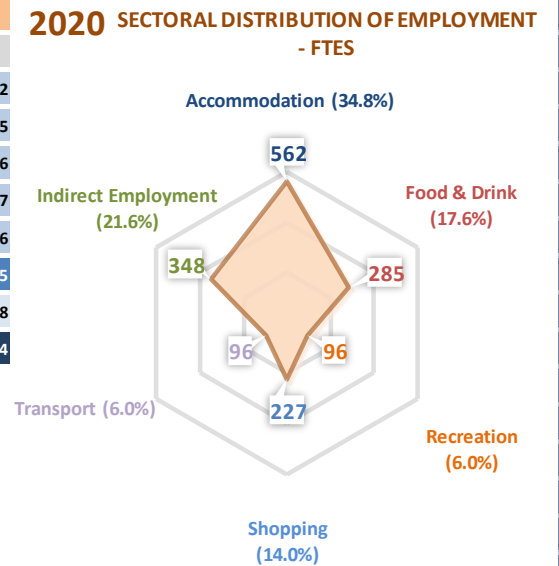
SECTORAL DISTRIBUTION OF ECONOMIC IMPACT - £M INCLUDING VAT INDEXED TO 2020

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	£M	29.96	30.21	31.57	30.33	32.20	34.10	36.84	37.37	42.92	49.54	52.38	19.68
Food & Drink	£M	34.44	35.10	35.45	32.74	32.72	33.16	35.28	35.13	37.23	38.14	38.55	12.58
Recreation	£M	11.31	11.52	11.62	10.69	10.66	10.77	11.46	11.41	12.11	12.42	12.57	4.131
Shopping	£M	26.01	26.44	26.74	24.66	24.54	24.74	26.21	26.20	27.50	27.94	28.17	8.511
Transport	£M	24.65	25.02	25.27	23.09	22.89	22.96	24.39	24.32	25.51	25.86	25.98	7.991
Direct Revenue	£M	126.38	128.29	130.65	121.52	123.02	125.73	134.18	134.43	145.26	153.89	157.65	52.90
VAT	£M	22.12	22.45	26.13	24.30	24.60	25.15	26.84	26.89	29.05	30.78	31.53	7.493
Direct Expenditure	£M	148.50	150.74	156.78	145.82	147.62	150.87	161.01	161.31	174.31	184.67	189.18	60.39
Indirect Expenditure	£M	48.85	49.14	50.72	47.26	47.51	48.26	51.35	52.18	56.63	60.42	62.39	20.77
TOTAL	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16



SECTORAL DISTRIBUTION OF EMPLOYMENT - FTEs

SECTOR / YEAR		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Accommodation	FTEs	1,040	1,040	866	866	866	876	879	1,012	1,046	1,069	1,035	562
Food & Drink	FTEs	580	591	597	552	551	607	675	672	670	695	687	285
Recreation	FTEs	231	235	237	219	218	174	179	192	208	195	217	96
Shopping	FTEs	399	406	411	379	377	318	355	349	367	362	386	227
Transport	FTEs	185	188	190	174	172	142	158	159	167	163	175	96
Direct Employment	FTEs	2,436	2,461	2,301	2,189	2,185	2,117	2,246	2,383	2,458	2,484	2,499	1,265
Indirect Employment	FTEs	543	546	552	514	517	452	498	512	552	569	620	348
TOTAL	FTEs	2,979	3,007	2,853	2,703	2,702	2,569	2,744	2,895	3,011	3,052	3,119	1,614

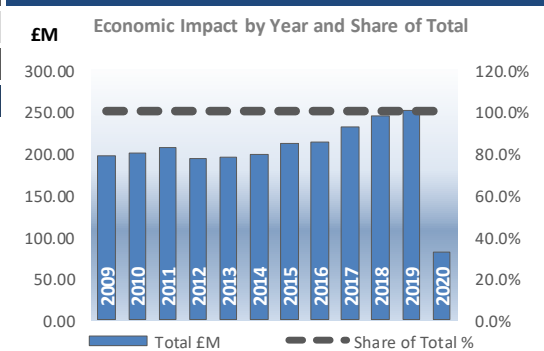


STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices	TOTAL	ECONOMIC IMPACT Indexed				
MONTH AND QUARTER													CALENDAR YEAR	QUARTER					
KEY	TOTAL																		
An increase of 3% or more	ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES												TOTAL	% Change	QUARTER				
Less than 3% change	Q1			Q2			Q3			Q4									
A Fall of 3% or more	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020	34.8%	43.5%	-23.1%	-100.0%	-100.0%	-100.0%	-72.0%	-36.7%	-32.0%	-65.2%	-84.2%	-81.6%	-58.9%		14.0%		-46.7%	-75.8%	
% Change 2019 to 2020	-11.5%	-11.4%	-39.9%	-100.0%	-100.0%	-100.0%	-75.3%	-42.9%	-45.7%	-76.1%	-89.1%	-88.4%	-67.7%	Annual Change	-21.6%		-53.8%	-83.8%	
Average Annual Change	3.2%	4.0%	-2.1%	-9.1%	-9.1%	-9.1%	-6.5%	-3.3%	-2.9%	-5.9%	-7.7%	-7.4%	-5.4%		1.3%		-4.2%	-6.9%	
2009	£M	8.204	7.882	10.88	18.38	17.92	19.50	24.80	33.57	19.72	14.42	9.283	12.80	197.35		26.96	55.80	78.08	36.50
2010	£M	8.222	8.098	10.60	17.85	17.79	19.86	25.06	30.48	21.23	16.76	10.00	13.93	199.88	1.3%	26.92	55.49	76.77	40.69
2011	£M	9.172	9.835	12.12	21.01	18.90	20.34	26.14	31.66	19.64	17.06	9.635	12.00	207.51	3.8%	31.13	60.24	77.44	38.69
2012	£M	9.097	8.943	14.34	16.86	15.59	18.37	24.45	30.06	18.88	15.06	9.430	12.00	193.08	-7.0%	32.38	50.82	73.39	36.50
2013	£M	8.606	9.096	13.21	14.77	17.37	18.79	25.95	30.66	17.64	15.40	9.804	13.84	195.13	1.1%	30.92	50.92	74.25	39.04
2014	£M	9.445	10.18	12.49	18.23	15.52	16.88	24.21	31.96	18.40	16.33	10.83	14.67	199.13	2.1%	32.11	50.62	74.58	41.82
2015	£M	10.03	10.79	12.79	19.40	16.73	17.55	26.11	33.45	19.30	19.95	10.99	15.27	212.37	6.6%	33.61	53.68	78.86	46.21
2016	£M	9.743	9.961	14.22	19.06	15.21	18.35	26.26	36.11	20.07	17.25	11.13	16.13	213.49	0.5%	33.93	52.62	82.44	44.51
2017	£M	10.02	10.60	13.77	22.19	16.57	20.68	27.18	38.07	22.23	20.06	12.47	17.10	230.94	8.2%	34.39	59.44	87.48	49.63
2018	£M	10.56	11.71	13.72	21.71	19.83	22.87	28.53	38.16	23.26	21.31	14.56	18.87	245.08	6.1%	35.99	64.42	89.95	54.73
2019	£M	12.50	12.76	13.92	25.08	20.58	21.99	28.19	37.21	24.71	20.99	13.46	20.19	251.57	2.6%	39.17	67.65	90.11	54.64
2020	£M	11.06	11.31	8.363				6.952	21.23	13.42	5.018	1.467	2.349	81.16	-67.7%	30.73		41.60	8.833

ECONOMIC IMPACT - INDEXED TO 2020

SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Total	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16
All Visitor Types	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16
Share of Total	%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Annual Change in Share	%												
Change in Share from 2009	%												
Avg Ann. Change in Share	%												

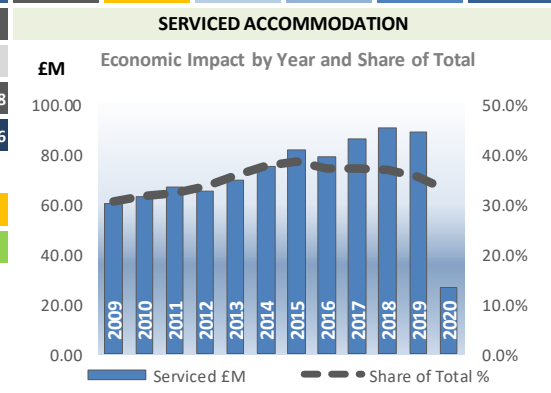


STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		SERVICED ACCOMMODATION		ECONOMIC IMPACT Indexed			
MONTH AND QUARTER													CALENDAR YEAR		QUARTER					
KEY													SERVICED ACCOMMODATION							
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES							
Less than 3% change													TOTAL		% Change					
A Fall of 3% or more																				

		Q1		Q2			Q3			Q4									
		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		43.7%	83.5%	-35.4%	-100.0%	-100.0%	-100.0%	-97.4%	-1.6%	-30.8%	-59.2%	-100.0%	-84.9%	-56.1%	21.2%			-37.7%	-80.9%
% Change 2019 to 2020		-23.9%	-25.6%	-64.6%	-100.0%	-100.0%	-100.0%	-97.9%	-32.5%	-40.2%	-76.1%	-100.0%	-90.8%	-70.2%	-40.5%			-52.4%	-87.6%
Average Annual Change		4.0%	7.6%	-3.2%	-9.1%	-9.1%	-9.1%	-8.9%	-0.1%	-2.8%	-5.4%	-9.1%	-7.7%	-5.1%	1.9%			-3.4%	-7.4%
2009	£M	1.952	2.261	3.263	4.353	4.501	5.350	6.556	9.460	7.252	4.917	4.354	6.048	60.27	7.476	14.20	23.27	15.32	
2010	£M	2.080	2.682	3.298	4.578	4.290	5.140	7.027	8.285	7.213	5.756	5.192	7.614	63.16	4.8%	8.060	14.01	22.53	18.56
2011	£M	2.945	4.056	4.429	5.646	4.812	5.777	8.312	9.413	6.073	6.201	3.481	5.538	66.68	5.6%	11.43	16.24	23.80	15.22
2012	£M	2.327	3.179	5.457	5.556	4.344	5.383	7.381	10.21	6.232	6.322	2.841	5.641	64.87	-2.7%	10.96	15.28	23.82	14.81
2013	£M	2.638	3.606	5.450	4.903	4.998	5.834	8.351	10.41	6.132	6.386	3.821	7.250	69.78	7.6%	11.69	15.74	24.89	17.46
2014	£M	3.384	4.769	4.605	6.976	4.316	4.699	7.257	11.91	7.043	7.788	4.410	8.062	75.21	7.8%	12.76	15.99	26.20	20.26
2015	£M	3.385	4.954	5.289	7.172	4.522	5.303	8.048	12.64	7.736	9.811	4.578	8.288	81.73	8.7%	13.63	17.00	28.43	22.68
2016	£M	3.101	4.460	4.996	8.695	3.843	5.148	7.810	12.75	7.498	7.323	4.335	8.975	78.94	-3.4%	12.56	17.69	28.06	20.63
2017	£M	3.180	4.601	5.607	8.568	4.071	5.358	7.993	14.99	8.297	8.671	5.093	9.439	85.87	8.8%	13.39	18.00	31.28	23.20
2018	£M	3.445	5.646	5.841	9.240	4.415	6.133	9.062	14.69	8.231	8.489	5.308	10.09	90.58	5.5%	14.93	19.79	31.98	23.89
2019	£M	3.686	5.577	5.956	9.638	4.503	5.603	8.303	13.79	8.396	8.419	5.220	9.883	88.98	-1.8%	15.22	19.74	30.49	23.52
2020	£M	2.804	4.149	2.109				0.171	9.309	5.022	2.008		0.911	26.48	-70.2%	9.063		14.50	2.919

ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Serviced	£M	60.27	63.16	66.68	64.87	69.78	75.21	81.73	78.94	85.87	90.58	88.98	26.48
All Visitor Types	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16
Share of Total	%	30.5%	31.6%	32.1%	33.6%	35.8%	37.8%	38.5%	37.0%	37.2%	37.0%	35.4%	32.6%
Annual Change in Share	%		3.5%	1.7%	4.6%	6.4%	5.6%	1.9%	-3.9%	0.6%	-0.6%	-4.3%	-7.7%
Change in Share from 2009	%		3.5%	5.2%	10.0%	17.1%	23.7%	26.0%	21.1%	21.8%	21.0%	15.8%	6.9%
Avg Ann. Change in Share	%		3.5%	2.6%	3.3%	4.3%	4.7%	4.3%	3.0%	2.7%	2.3%	1.6%	0.6%



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STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

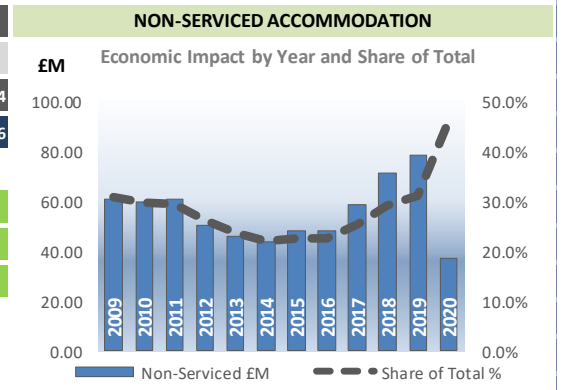
2009 to 2020
 2020 Prices

NON-SERVICED
 ACCOMMODATION

ECONOMIC IMPACT
 Indexed

ECONOMIC IMPACT BY:		MONTH AND QUARTER												CALENDAR YEAR		QUARTER			
KEY		NON-SERVICED ACCOMMODATION																	
An increase of 3% or more		ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																	
Less than 3% change		Q1			Q2			Q3			Q4			TOTAL	% Change	QUARTER			
A Fall of 3% or more		JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4
% Change 2009 to 2020		81.6%	93.8%	73.6%	-100.0%	-100.0%	-100.0%	-42.7%	-20.9%	24.7%	-58.2%	-54.2%	-69.8%	-38.9%	Annual Change	81.9%		-18.2%	-60.8%
% Change 2019 to 2020		-17.4%	17.1%	-3.7%	-100.0%	-100.0%	-100.0%	-43.9%	-14.7%	-9.1%	-71.7%	-76.9%	-83.3%	-52.6%		-2.1%		-22.7%	-76.6%
Average Annual Change		7.4%	8.5%	6.7%	-9.1%	-9.1%	-9.1%	-3.9%	-1.9%	2.2%	-5.3%	-4.9%	-6.3%	-3.5%		7.4%		-1.7%	-5.5%
2009	£M	1.495	1.791	2.463	5.330	5.813	6.684	9.672	12.41	6.294	4.435	1.792	2.616	60.80		5.749	17.83	28.38	8.843
2010	£M	1.667	1.787	2.674	4.758	5.625	6.438	9.138	10.65	7.112	5.486	1.801	2.283	59.42	-2.3%	6.129	16.82	26.90	9.570
2011	£M	1.482	1.873	2.921	6.552	6.544	6.947	8.923	9.804	6.955	4.545	2.588	1.764	60.90	2.5%	6.276	20.04	25.68	8.897
2012	£M	1.566	2.134	3.491	3.794	3.886	5.323	7.506	8.615	5.850	3.216	2.971	1.770	50.12	-17.7%	7.191	13.00	21.97	7.957
2013	£M	1.393	1.773	2.854	2.777	4.380	4.703	7.241	7.670	4.904	3.792	2.649	1.930	46.07	-8.1%	6.020	11.86	19.82	8.372
2014	£M	1.307	1.875	2.706	3.085	4.065	4.036	6.568	7.828	4.486	2.907	2.775	1.879	43.52	-5.5%	5.889	11.19	18.88	7.561
2015	£M	1.646	1.895	2.289	3.313	4.418	4.825	7.531	8.467	4.764	3.716	2.699	2.376	47.94	10.2%	5.830	12.56	20.76	8.791
2016	£M	1.757	1.912	2.931	3.243	4.278	3.838	7.303	8.904	5.293	3.578	2.787	2.241	48.06	0.3%	6.599	11.36	21.50	8.606
2017	£M	1.658	2.119	3.025	5.149	4.802	5.997	8.417	10.38	6.607	4.896	2.704	2.855	58.60	21.9%	6.802	15.95	25.40	10.45
2018	£M	1.999	2.216	3.836	5.098	7.236	7.845	9.301	11.81	7.413	6.721	4.330	3.312	71.12	21.4%	8.050	20.18	28.53	14.36
2019	£M	3.285	2.964	4.440	6.436	7.830	8.596	9.894	11.51	8.634	6.550	3.549	4.724	78.41	10.3%	10.69	22.86	30.04	14.82
2020	£M	2.715	3.471	4.275				5.546	9.821	7.849	1.856	0.821	0.790	37.14	-52.6%	10.46		23.22	3.467

ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	
Non-Serviced	£M	60.80	59.42	60.90	50.12	46.07	43.52	47.94	48.06	58.60	71.12	78.41	37.14
All Visitor Types	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16
Share of Total	%	30.8%	29.7%	29.3%	26.0%	23.6%	21.9%	22.6%	22.5%	25.4%	29.0%	31.2%	45.8%
Annual Change in Share	%		-3.5%	-1.3%	-11.5%	-9.1%	-7.4%	3.3%	-0.3%	12.7%	14.3%	7.4%	46.8%
Change in Share from 2009	%		-3.5%	-4.7%	-15.7%	-23.4%	-29.1%	-26.7%	-26.9%	-17.6%	-5.8%	1.2%	48.5%
Avg Ann. Change in Share	%		-3.5%	-2.4%	-5.2%	-5.8%	-5.8%	-4.5%	-3.8%	-2.2%	-0.6%	0.1%	4.4%



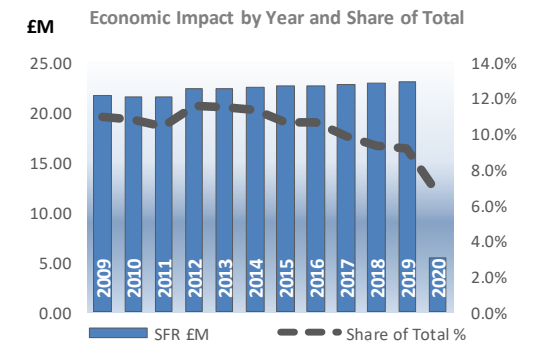
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STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		SFR	ECONOMIC IMPACT Indexed															
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													6.9%	6.9%	-41.5%	-100.0%	-100.0%	-100.0%	-89.3%	-89.3%	-100.0%	-100.0%	-100.0%	-100.0%	-74.8%		-3.9%			-91.6%	
% Change 2019 to 2020													0.4%	0.4%	-45.0%	-100.0%	-100.0%	-100.0%	-90.0%	-90.0%	-100.0%	-100.0%	-100.0%	-100.0%	-76.3%		-9.7%			-92.1%	
Average Annual Change													0.6%	0.6%	-3.8%	-9.1%	-9.1%	-9.1%	-8.1%	-8.1%	-9.1%	-9.1%	-9.1%	-9.1%	-6.8%		-0.4%			-8.3%	
2009	£M	3.004	1.009	1.148	2.739	1.762	1.357	2.203	2.332	1.201	1.200	0.935	2.707	21.60		5.161	5.859	5.735	4.842												
2010	£M	2.990	1.005	1.143	2.727	1.754	1.351	2.193	2.322	1.196	1.195	0.931	2.695	21.50	-0.4%	5.138	5.833	5.710	4.821												
2011	£M	2.994	1.006	1.144	2.730	1.756	1.353	2.195	2.324	1.197	1.196	0.932	2.698	21.53	0.1%	5.144	5.840	5.717	4.826												
2012	£M	3.102	1.042	1.186	2.829	1.820	1.402	2.275	2.408	1.240	1.239	0.965	2.796	22.30	3.6%	5.330	6.050	5.923	5.000												
2013	£M	3.114	1.046	1.190	2.840	1.827	1.407	2.283	2.417	1.245	1.244	0.969	2.807	22.39	0.4%	5.350	6.074	5.946	5.020												
2014	£M	3.128	1.051	1.196	2.853	1.835	1.414	2.294	2.429	1.251	1.250	0.974	2.820	22.49	0.5%	5.375	6.102	5.974	5.043												
2015	£M	3.137	1.054	1.199	2.861	1.840	1.418	2.301	2.435	1.254	1.253	0.976	2.828	22.56	0.3%	5.390	6.119	5.990	5.057												
2016	£M	3.144	1.056	1.202	2.867	1.844	1.421	2.305	2.440	1.257	1.256	0.979	2.834	22.60	0.2%	5.402	6.132	6.003	5.068												
2017	£M	3.155	1.060	1.206	2.877	1.851	1.426	2.314	2.449	1.262	1.260	0.982	2.844	22.69	0.4%	5.421	6.154	6.024	5.086												
2018	£M	3.179	1.068	1.215	2.899	1.865	1.437	2.331	2.468	1.271	1.270	0.989	2.865	22.86	0.8%	5.462	6.201	6.070	5.125												
2019	£M	3.199	1.075	1.223	2.917	1.877	1.446	2.346	2.483	1.279	1.278	0.996	2.883	23.00	0.6%	5.496	6.240	6.108	5.157												
2020	£M	3.210	1.079	0.672				0.235	0.249					5.446	-76.3%	4.961		0.485													

ECONOMIC IMPACT - INDEXED TO 2020													SFR		
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020		
SFR	£M	21.60	21.50	21.53	22.30	22.39	22.49	22.56	22.60	22.69	22.86	23.00	5.446		
All Visitor Types	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16		
Share of Total	%	10.9%	10.8%	10.4%	11.6%	11.5%	11.3%	10.6%	10.6%	9.8%	9.3%	9.1%	6.7%		
Annual Change in Share	%		-1.7%	-3.6%	11.3%	-0.7%	-1.6%	-6.0%	-0.3%	-7.2%	-5.1%	-2.0%	-26.6%		
Change in Share from 2009	%		-1.7%	-5.2%	5.5%	4.8%	3.2%	-2.9%	-3.3%	-10.2%	-14.8%	-16.5%	-38.7%		
Avg Ann. Change in Share	%		-1.7%	-2.6%	1.8%	1.2%	0.6%	-0.5%	-0.5%	-1.3%	-1.6%	-1.6%	-3.5%		



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STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		STAYING VISITOR		ECONOMIC IMPACT Indexed														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
KEY													TOTAL						% Change												
An increase of 3% or more													ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES		Annual Change																
Less than 3% change													Q1		Q2		Q3		Q4												
A Fall of 3% or more													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC			Q1	Q2	Q3	Q4	
% Change 2009 to 2020													35.3%	71.9%	2.6%	-100.0%	-100.0%	-100.0%	-67.7%	-19.9%	-12.7%	-63.4%	-88.4%	-85.0%	-51.6%			33.2%		-33.4%	-78.0%
% Change 2019 to 2020													-14.2%	-9.5%	-39.3%	-100.0%	-100.0%	-100.0%	-71.0%	-30.2%	-29.7%	-76.2%	-91.6%	-90.3%	-63.7%			-22.0%		-42.7%	-85.3%
Average Annual Change													3.2%	6.5%	0.2%	-9.1%	-9.1%	-9.1%	-6.2%	-1.8%	-1.2%	-5.8%	-8.0%	-7.7%	-4.7%			3.0%		-3.0%	-7.1%
2009	£M	6.450	5.062	6.875	12.42	12.08	13.39	18.43	24.21	14.75	10.55	7.081	11.37	142.66		18.39	37.89	57.38	29.00												
2010	£M	6.737	5.474	7.116	12.06	11.67	12.93	18.36	21.26	15.52	12.44	7.925	12.59	144.08	1.0%	19.33	36.66	55.13	32.95												
2011	£M	7.420	6.935	8.494	14.93	13.11	14.08	19.43	21.54	14.22	11.94	7.001	10.000	149.11	3.5%	22.85	42.12	55.20	28.94												
2012	£M	6.995	6.355	10.13	12.18	10.05	12.11	17.16	21.23	13.32	10.78	6.778	10.21	137.30	-7.9%	23.48	34.34	51.72	27.76												
2013	£M	7.144	6.425	9.494	10.52	11.20	11.94	17.87	20.50	12.28	11.42	7.439	11.99	138.23	0.7%	23.06	33.67	50.65	30.85												
2014	£M	7.819	7.695	8.507	12.91	10.22	10.15	16.12	22.16	12.78	11.95	8.158	12.76	141.22	2.2%	24.02	33.28	51.06	32.86												
2015	£M	8.167	7.902	8.777	13.35	10.78	11.55	17.88	23.54	13.75	14.78	8.254	13.49	152.22	7.8%	24.85	35.67	55.18	36.53												
2016	£M	8.002	7.428	9.128	14.81	9.965	10.41	17.42	24.10	14.05	12.16	8.101	14.05	149.61	-1.7%	24.56	35.18	55.56	34.31												
2017	£M	7.994	7.780	9.838	16.59	10.72	12.78	18.72	27.82	16.17	14.83	8.779	15.14	167.16	11.7%	25.61	40.10	62.70	38.74												
2018	£M	8.622	8.930	10.89	17.24	13.52	15.41	20.69	28.97	16.92	16.48	10.63	16.27	184.56	10.4%	28.44	46.17	66.57	43.37												
2019	£M	10.17	9.616	11.62	18.99	14.21	15.64	20.54	27.78	18.31	16.25	9.765	17.49	190.39	3.2%	31.41	48.84	66.63	43.50												
2020	£M	8.729	8.699	7.056				5.952	19.38	12.87	3.864	0.821	1.700	69.07	-63.7%	24.48		38.20	6.385												

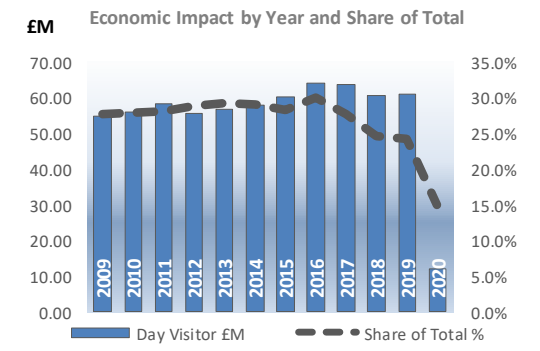
ECONOMIC IMPACT - INDEXED TO 2020													
SHARE OF MARKET		2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020
Staying Visitor	£M	142.66	144.08	149.11	137.30	138.23	141.22	152.22	149.61	167.16	184.56	190.39	69.07
All Visitor Types	£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16
Share of Total	%	72.3%	72.1%	71.9%	71.1%	70.8%	70.9%	71.7%	70.1%	72.4%	75.3%	75.7%	85.1%
Annual Change in Share	%		-0.3%	-0.3%	-1.0%	-0.4%	0.1%	1.1%	-2.2%	3.3%	4.0%	0.5%	12.5%
Change in Share from 2009	%		-0.3%	-0.6%	-1.6%	-2.0%	-1.9%	-0.8%	-3.1%	0.1%	4.2%	4.7%	17.7%
Avg Ann. Change in Share	%		-0.3%	-0.3%	-0.5%	-0.5%	-0.4%	-0.1%	-0.4%	0.0%	0.5%	0.5%	1.6%



STEAM FINAL TREND REPORT FOR 2009-2020
MONMOUTHSHIRE COUNTY COUNCIL

ECONOMIC IMPACT BY:													2009 to 2020 2020 Prices		DAY VISITOR		ECONOMIC IMPACT Indexed														
MONTH AND QUARTER													CALENDAR YEAR		QUARTER																
DAY VISITOR													TOTAL						% Change												
ECONOMIC IMPACT £M - INDEXED TO 2020 / PERCENTAGE CHANGES																															
KEY																															
An increase of 3% or more																															
Less than 3% change																															
A Fall of 3% or more																															
													Q1		Q2		Q3		Q4												
													JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL	% Change	Q1	Q2	Q3	Q4	
% Change 2009 to 2020													32.8%	-7.5%	-67.4%	-100.0%	-100.0%	-100.0%	-84.3%	-80.2%	-89.1%	-70.1%	-70.7%	-54.5%	-77.9%	54.68	-77.9%	-27.2%		-83.6%	-67.3%
% Change 2019 to 2020													-0.1%	-16.9%	-43.1%	-100.0%	-100.0%	-100.0%	-86.9%	-80.3%	-91.5%	-75.7%	-82.5%	-76.0%	-80.2%	61.18	-80.2%	-19.6%		-85.5%	-78.0%
Average Annual Change													3.0%	-0.7%	-6.1%	-9.1%	-9.1%	-9.1%	-7.7%	-7.3%	-8.1%	-6.4%	-6.4%	-5.0%	-7.1%	12.09	-80.2%	-2.5%		-7.6%	-6.1%
2009	£M	1.754	2.820	4.003	5.961	5.841	6.111	6.367	9.360	4.974	3.866	2.202	1.426	54.68			8.577	17.91	20.70	7.494											
2010	£M	1.484	2.624	3.487	5.782	6.117	6.933	6.705	9.227	5.708	4.323	2.077	1.333	55.80	2.0%		7.596	18.83	21.64	7.733											
2011	£M	1.751	2.900	3.631	6.078	5.782	6.264	6.709	10.12	5.414	5.115	2.634	2.002	58.40	4.7%		8.282	18.12	22.24	9.751											
2012	£M	2.102	2.587	4.206	4.683	5.539	6.258	7.289	8.825	5.561	4.286	2.652	1.795	55.78	-4.5%		8.895	16.48	21.68	8.733											
2013	£M	1.462	2.671	3.719	4.250	6.165	6.841	8.071	10.17	5.355	3.980	2.365	1.851	56.90	2.0%		7.852	17.26	23.59	8.195											
2014	£M	1.626	2.487	3.979	5.315	5.299	6.728	8.094	9.799	5.623	4.381	2.668	1.907	57.91	1.8%		8.092	17.34	23.52	8.956											
2015	£M	1.860	2.890	4.016	6.058	5.951	6.002	8.230	9.907	5.547	5.169	2.735	1.780	60.14	3.9%		8.765	18.01	23.68	9.684											
2016	£M	1.741	2.533	5.097	4.258	5.242	7.940	8.841	12.01	6.020	5.096	3.032	2.079	63.89	6.2%		9.370	17.44	26.87	10.21											
2017	£M	2.023	2.818	3.934	5.599	5.842	7.904	8.458	10.26	6.063	5.228	3.695	1.958	63.78	-0.2%		8.775	19.34	24.78	10.88											
2018	£M	1.941	2.775	2.828	4.477	6.318	7.454	7.837	9.190	6.343	4.833	3.929	2.597	60.52	-5.1%		7.544	18.25	23.37	11.36											
2019	£M	2.332	3.140	2.296	6.085	6.373	6.346	7.643	9.427	6.401	4.746	3.691	2.703	61.18	1.1%		7.768	18.80	23.47	11.14											
2020	£M	2.330	2.608	1.306				0.999	1.854	0.545	1.154	0.645	0.648	12.09	-80.2%		6.244		3.397	2.448											

ECONOMIC IMPACT - INDEXED TO 2020													DAY VISITOR														
SHARE OF MARKET																											
													2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020			
Day Visitor													£M	54.68	55.80	58.40	55.78	56.90	57.91	60.14	63.89	63.78	60.52	61.18	12.09		
All Visitor Types													£M	197.35	199.88	207.51	193.08	195.13	199.13	212.37	213.49	230.94	245.08	251.57	81.16		
Share of Total													%	27.7%	27.9%	28.1%	28.9%	29.2%	29.1%	28.3%	29.9%	27.6%	24.7%	24.3%	14.9%		
Annual Change in Share													%		0.7%	0.8%	2.7%	0.9%	-0.3%	-2.6%	5.7%	-7.7%	-10.6%	-1.5%	-38.8%		
Change in Share from 2009													%		0.7%	1.6%	4.3%	5.2%	4.9%	2.2%	8.0%	-0.3%	-10.9%	-12.2%	-46.2%		
Avg Ann. Change in Share													%		0.7%	0.8%	1.4%	1.3%	1.0%	0.4%	1.1%	0.0%	-1.2%	-1.2%	-4.2%		



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